BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

1941

YEAR BOOK

NUMBER

NNUAL SUBSCRIPTION $5.00 INCLUDING YEAR BOOK NUMBER

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XUM

WGN

Minn.
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Iowa
WGN
Illinois
Ind.
Mo.
Ky.

FIRST STATION IN CHICAGO!

FIRST CHICAGO STATION IN THE MIDDLE WEST!

Repeated investigations by independent survey organizations demonstrate that your program on WGN will have more listeners than the same program on any other Chicago Station. We will welcome the opportunity to *show you the evidence.*

Buy WGN and reach more buyers!

50,000 watts **WGN** INC. 720 kilocycles

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Chicago, Illinois
Member of The Mutual Broadcasting System

Eastern Sales Office
Norman Boggs
220 E. 42nd Street
New York, N. Y.

Pacific Coast Offices
Paul H. Raymer Co.
Los Angeles
San Francisco

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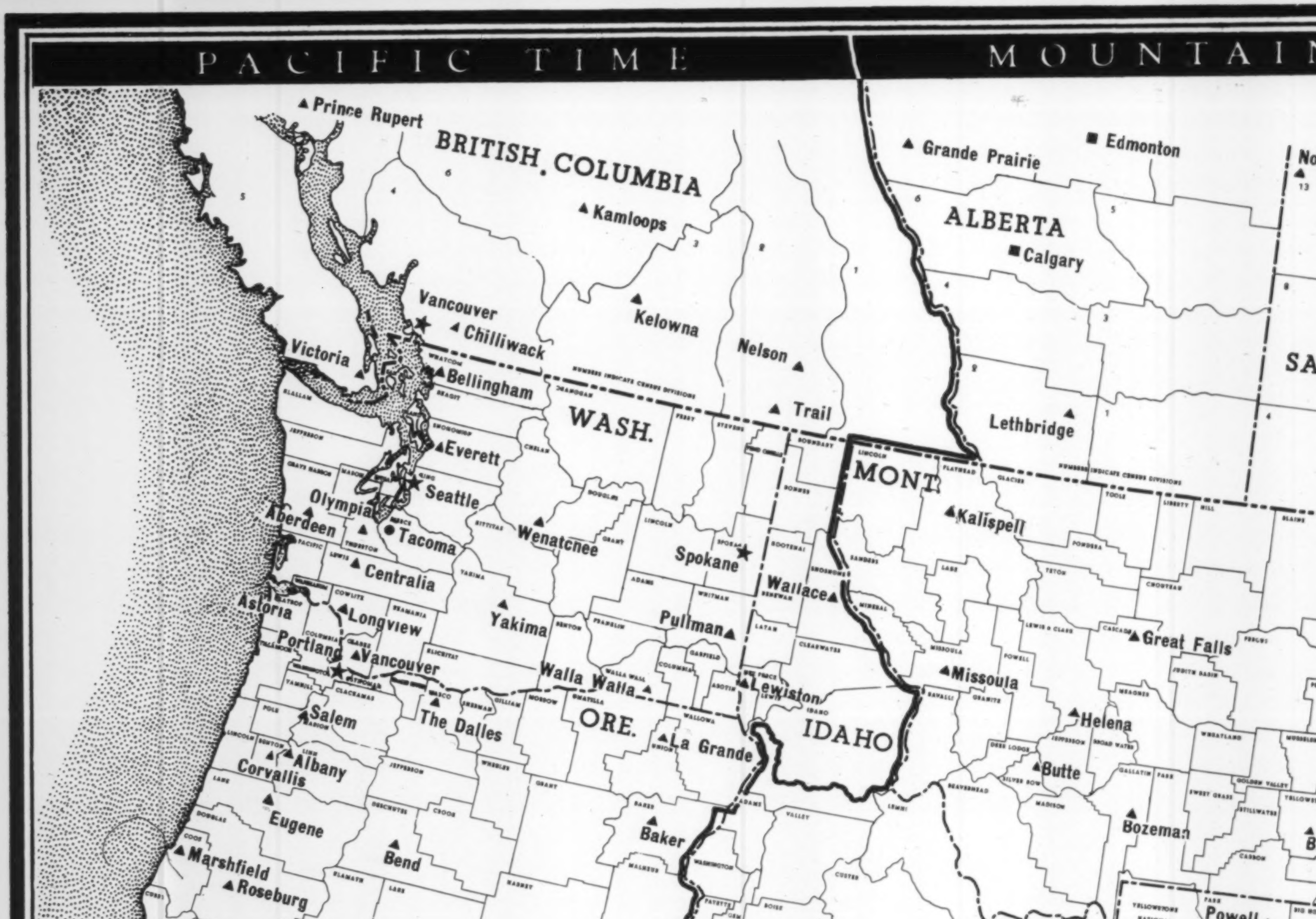
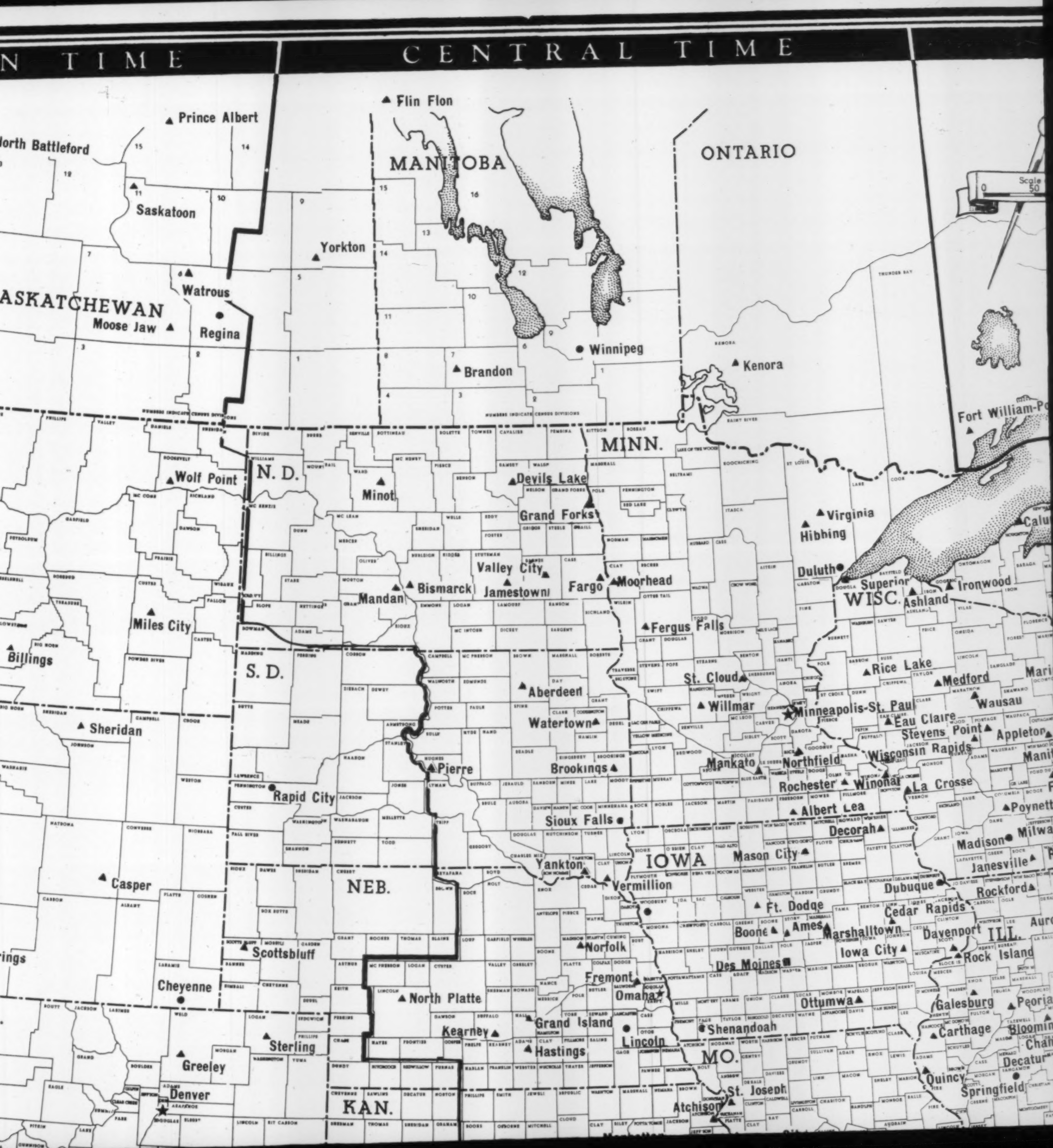

PACIFIC TIME
MOUNTAIN
BRITISH COLUMBIA
ALBERTA
WASH.
MONT.
ORE.
IDAHO
WYO.
CAL.
NEV.
UTAH
COL.
SA
Prince Rupert
Kamloops
Kelowna
Nelson
Trail
Vancouver
Chilliwack
Victoria
Bellingham
Grande Prairie
Edmonton
Calgary
Lethbridge
NUMBERS INDICATE CENSUS DIVISIONS
Everett
Seattle
Olympia
Aberdeen
Tacoma
Centralia
Wenatchee
Spokane
Wallace
Kalispell
Astoria
Longview
Yakima
Pullman
Great Falls
Portland
Vancouver
Walla Walla
Lewiston
Missoula
Salem
The Dalles
La Grande
Helena
Albany
Corvallis
Butte
Eugene
Baker
Bozeman
Marshfield
Bend
Roseburg
Powell
Grants Pass
Boise
Nampa
Medford
Klamath Falls
Idaho Falls
Twin Falls
Pocatello
Eureka
Redding
Logan
Ogden
Rock Springs
Chico
Marysville
Reno
Salt Lake City
Provo
Santa Rosa
Sacramento
Berkeley
San Francisco
Oakland
Stockton
Price
Watsonville
San Jose
Modesto
Grand

N TIME
CENTRAL TIME
Flin Flon
Prince Albert
orth Battleford
MANITOBA
ONTARIO
Scale
0
50
Saskatoon
Yorkton
Watrous
ASKATCHEWAN
Moose Jaw
Regina
Winnipeg
Kenora
Brandon
NUMBERS INDICATE CENSUS DIVISIONS
Fort William-Po
MINN.
N. D.
Wolf Point
Devils Lake
Minot
Grand Forks
Virginia
Hibbing
Valley City
Duluth
Superior
Ironwood
Bismarck
Jamestown
Fargo
Moorhead
Mandan
WISC.
Ashland
Miles City
Fergus Falls
Billings
S. D.
St. Cloud
Rice Lake
Medford
Aberdeen
Willmar
Minneapolis-St. Paul
Wausau
Sheridan
Watertown
Eau Claire
Stevens Point
Appleton
Wisconsin Rapids
Pierre
Brookings
Mankato
Northfield
Rapid City
Rochester
Winona
La Crosse
Albert Lea
Poynette
Sioux Falls
Decorah
Madison
Milwa
IOWA
Mason City
Janesville
Casper
Yankton
Vermillion
NEB.
Dubuque
Rockford
Ft. Dodge
Cedar Rapids
Boone
Ames
Marshalltown
Davenport
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Auro
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Iowa City
Rock Island
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Carthage
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Hastings
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Springfield
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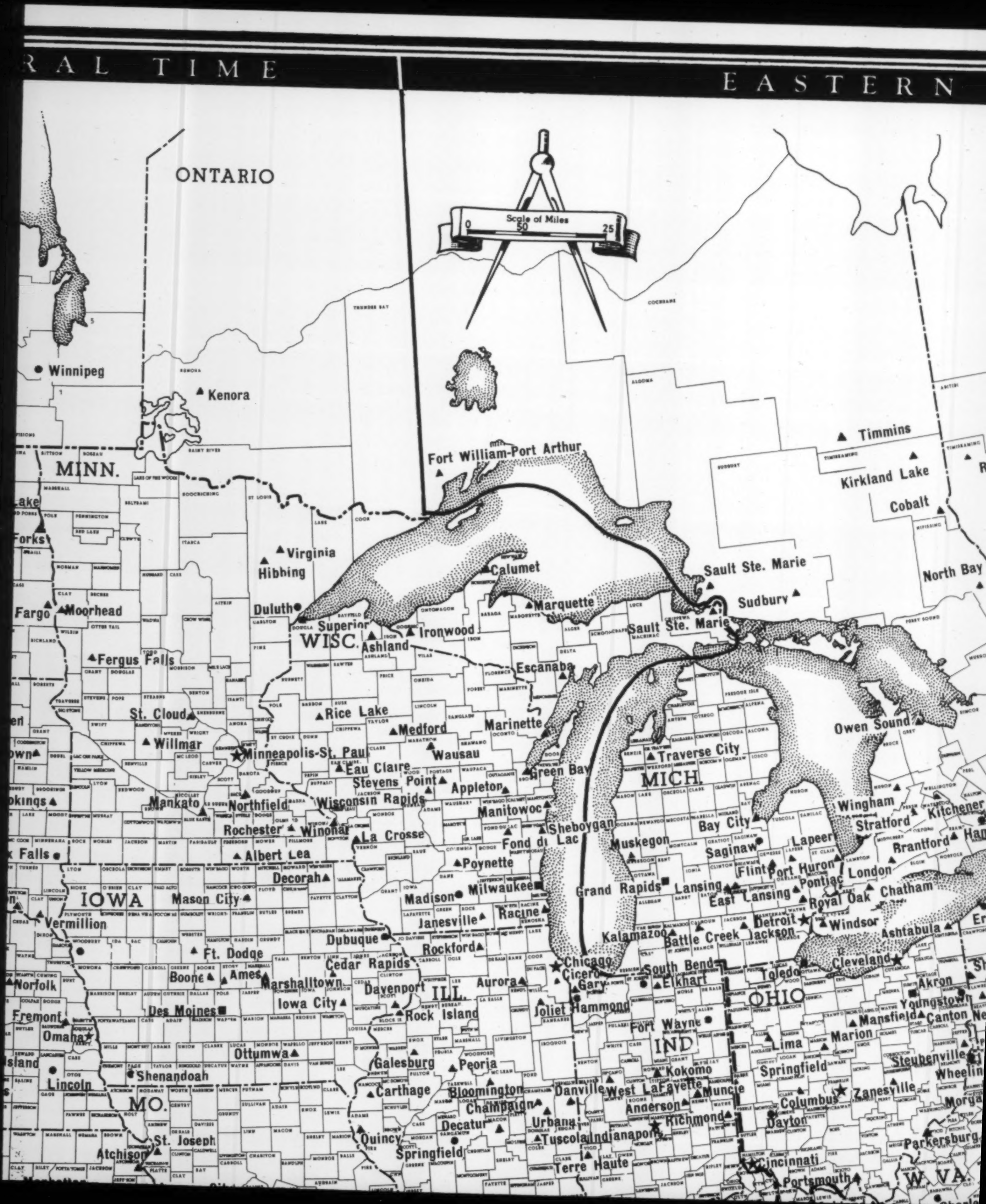
KAN.
Atchison


RAL TIME
EASTERN
ONTARIO
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25
Winnipeg
Kenora
Fort William-Port Arthur
Timmins
Kirkland Lake
Cobalt
North Bay
Sault Ste. Marie
Sudbury
MINN.
Virginia
Hibbing
Calumet
Marquette
Duluth
Superior
Ironwood
Ashland
WISC.
Fargo
Moorhead
Fergus Falls
Escanaba
St. Cloud
Rice Lake
Medford
Marinette
Willmar
Minneapolis-St. Paul
Wausau
Eau Claire
Stevens Point
Appleton
Green Bay
Traverse City
MICH.
Owen Sound
Mankato
Northfield
Wisconsin Rapids
Manitowoc
Wingham
Kitchener
Stratford
Rochester
Winona
La Crosse
Sheboygan
Fond du Lac
Bay City
Muskegon
Saginaw
Lapeer
Brantford
Albert Lea
Poynette
Flint
Port Huron
London
Decorah
Pontiac
IOWA
Mason City
Madison
Milwaukee
Grand Rapids
Lansing
East Lansing
Royal Oak
Chatham
Vermillion
Janesville
Racine
Detroit
Windsor
Ashtabula
Dubuque
Kalamazoo
Battle Creek
Jackson
Ft. Dodge
Rockford
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Elkhart
Akron
Norfolk
Marshalltown
Davenport
ILL.
Aurora
OHIO
Youngstown
Des Moines
Iowa City
Joliet
Hammond
Fort Wayne
Mansfield
Canton
Fremont
Rock Island
Marion
Omaha
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Lima
Ottumwa
Galesburg
Peoria
Kokomo
Steubenville
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Springfield
Lincoln
Shenandoah
Carthage
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Danville
West LaFayette
Muncie
Zanesville
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Indianapolis
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Parkersburg
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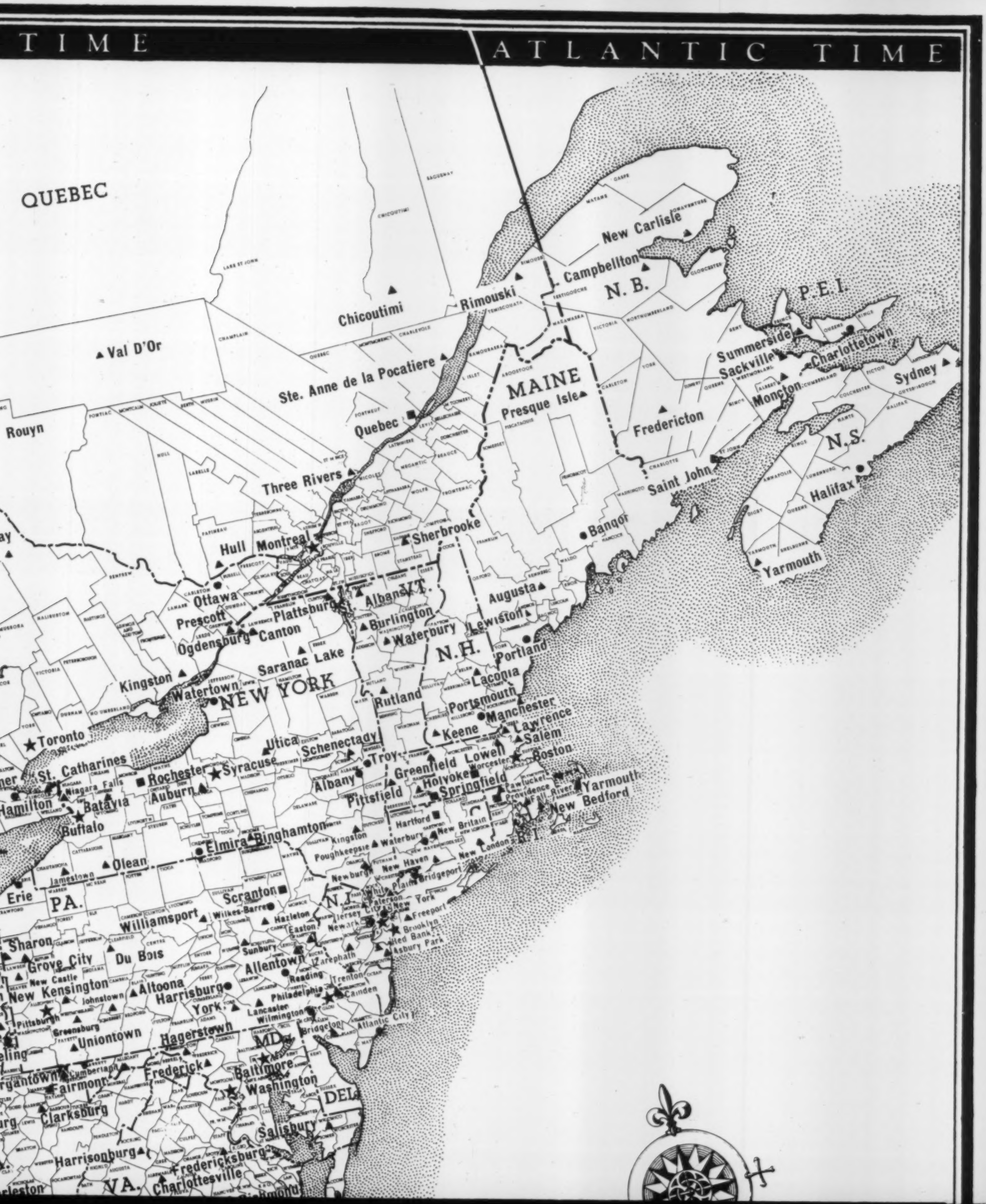
Terre Haute
Cincinnati
Portsmouth
W. VA.


TIME
ATLANTIC TIME
QUEBEC
Val D'Or
Rouyn
Chicoutimi
Rimouski
Ste. Anne de la Pocatiere
Quebec
Three Rivers
Hull
Montreal
Sherbrooke
Ottawa
Prescott
Ogdensburg
Canton
Plattsburg
St. Albans
VT.
Burlington
Waterbury
Saranac Lake
Kingston
Watertown
NEW YORK
Toronto
St. Catharines
Niagara Falls
Hamilton
Batavia
Buffalo
Rochester
Syracuse
Auburn
Utica
Schenectady
Troy
Albany
Pittsfield
Greenfield
Holyoke
Springfield
Elmira
Binghamton
Olean
Jamestown
Erie
PA.
Scranton
Wilkes-Barre
Hazleton
Williamsport
Sharon
Grove City
Du Bois
New Castle
New Kensington
Johnstown
Altoona
Harrisburg
Pittsburgh
Greensburg
Uniontown
York
Lancaster
Allentown
Reading
Philadelphia
Camden
Trenton
Wilmington
Bridgeton
Atlantic City
Hagerstown
MD.
Frederick
Baltimore
Washington
DEL.
Morgantown
Fairmont
Clarksburg
Salisbury
Harrisonburg
Fredericksburg
Charlottesville
VA.
Kingston
Poughkeepsie
Waterbury
New Britain
Hartford
New Haven
Bridgeport
New London
Newburgh
Paterson
New York
Jersey City
Newark
Easton
Sunbury
Brooklyn
Freeport
Red Bank
Asbury Park
N.J.
Rutland
Keene
Lowell
Worcester
Lawrence
Salem
Boston
Manchester
Portsmouth
Laconia
N.H.
Portland
Lewiston
Augusta
MAINE
Presque Isle
Bangor
Pawtucket
Providence
Fall River
New Bedford
Yarmouth
R.I.
C.
New Carlisle
Campbellton
N.B.
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Saint John
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Sackville
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Charlottetown
P.E.I.
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N.S.
Halifax
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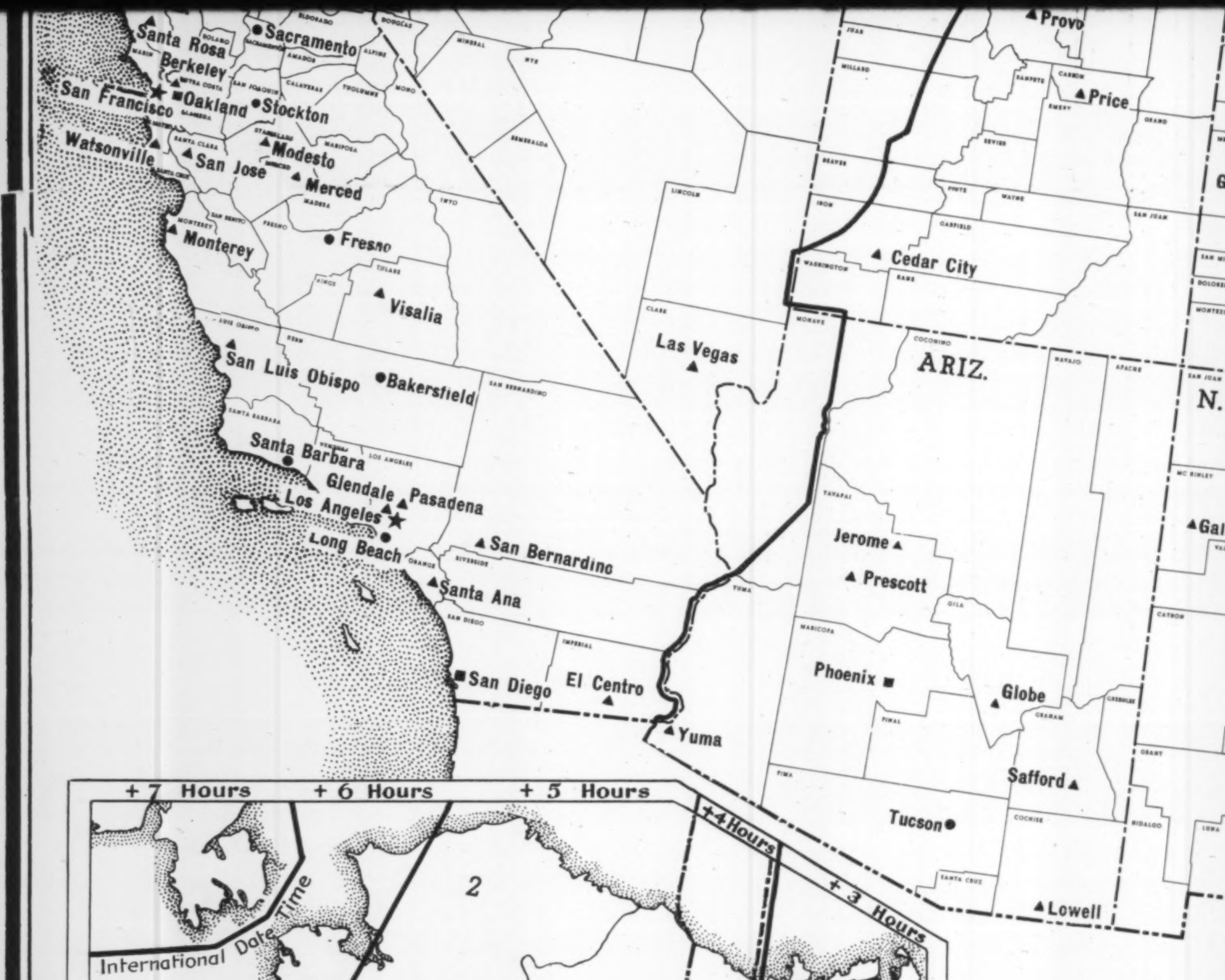
Sacramento
Santa Rosa
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San Francisco
Oakland
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Merced
Monterey
Fresno
Visalia
San Luis Obispo
Bakersfield
Las Vegas
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Glendale
Pasadena
Los Angeles
Long Beach
San Bernardino
Santa Ana
San Diego
El Centro
Yuma
Provo
Price
Cedar City
ARIZ.
N.
Jerome
Prescott
Phoenix
Globe
Safford
Tucson
Lowell
Gal
M
+7 Hours
+6 Hours
+5 Hours
+4 Hours
+3 Hours
International Date Time
2
4
3
1
ALASKA
Fairbanks
Anchorage
Juneau
Ketchikan
YUKON
N.W. TERR.
Scale of Miles
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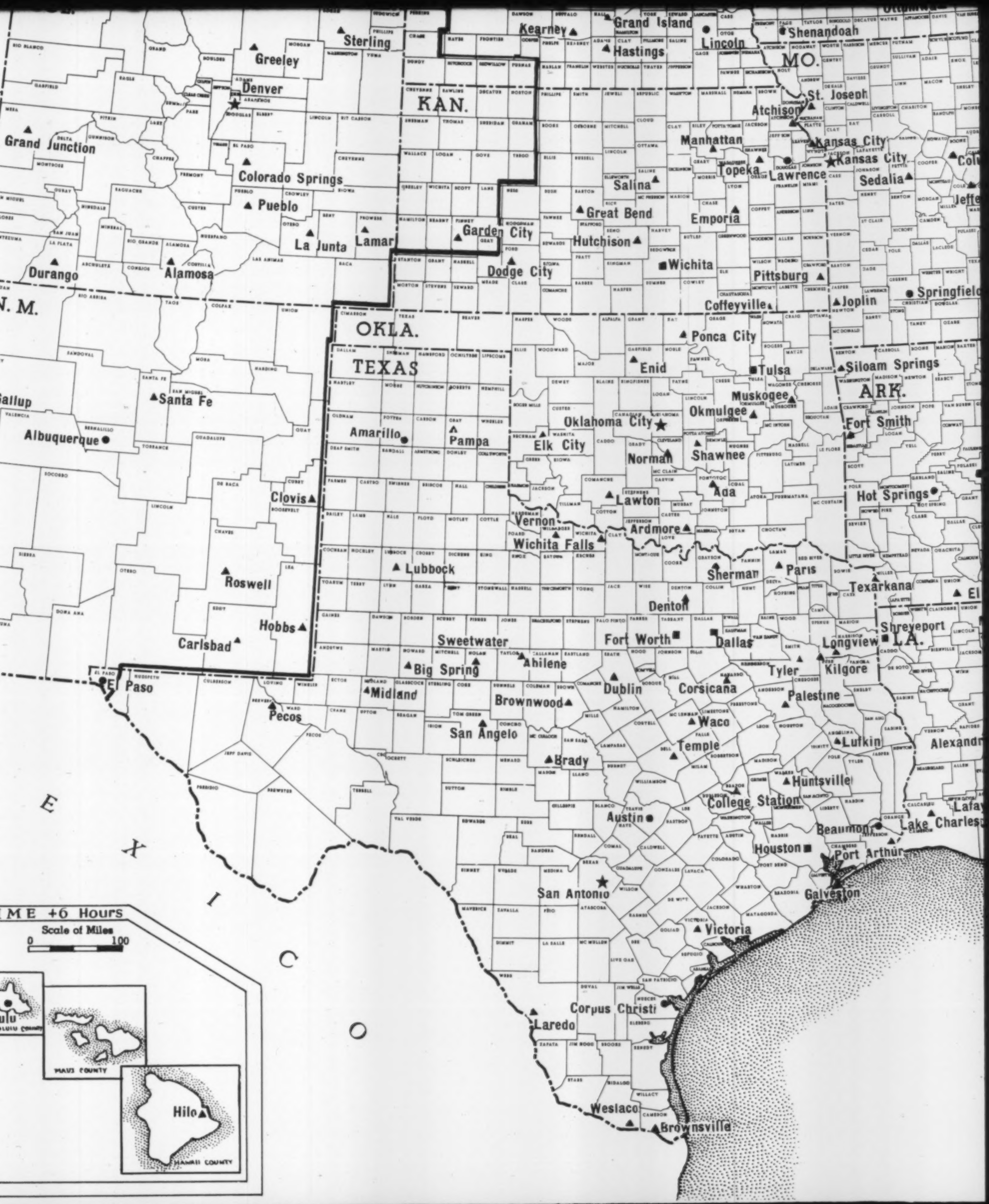
Time Zones Shown in Hours Later than Eastern Time
EASTERN TIM
Lihue
KAUAI COUNTY
Honolulu
TERR. OF HAWAII

CITIES WITH STANDAR


Kearney
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Durango
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Springfield
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Enid
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Siloam Springs
Gallup
Santa Fe
Muskogee
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Okmulgee
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Elk City
Norman
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Clovis
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Hot Springs
Vernon
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Wichita Falls
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Paris
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Texarkana
Denton
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Fort Worth
Dallas
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Longview
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Abilene
Big Spring
Tyler
Kilgore
El Paso
Midland
Dublin
Corsicana
Palestine
Brownwood
Pecos
Waco
San Angelo
Lufkin
Temple
Brady
Huntsville
College Station
M
E
X
I
C
O
Austin
Lake Charles
Beaumont
Houston
Port Arthur
San Antonio
Galveston
Victoria
ME +6 Hours
Scale of Miles
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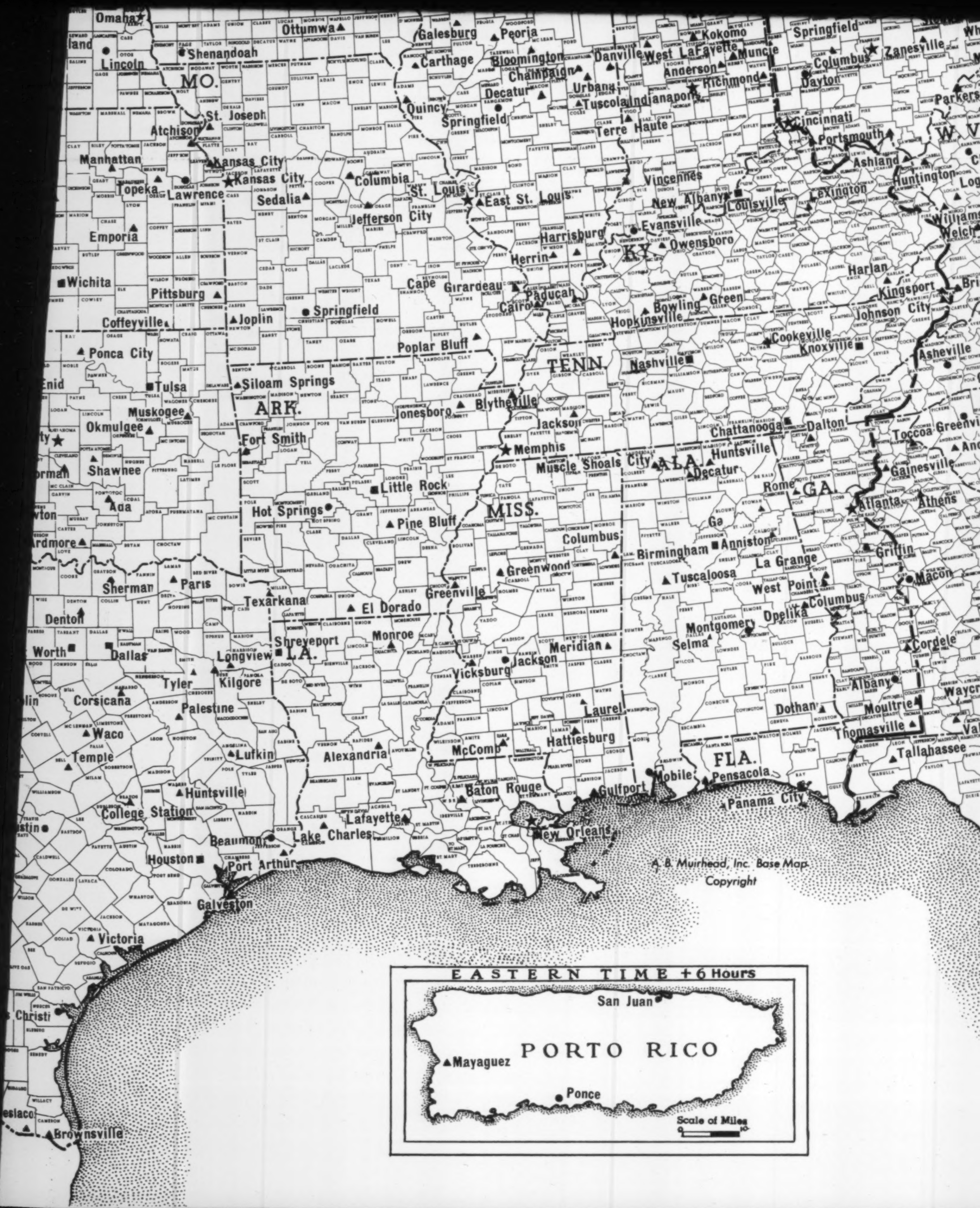
100
Corpus Christi
Laredo
MAUI COUNTY
Hilo
HAWAII COUNTY
Weslaco
Brownsville

RD RADIO BROADCAST STA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Muncie
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Springfield
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Zanesville
Dayton
MO.
St. Joseph
Atchison
Quincy
Springfield
Decatur
Urbana
Tuscola
Indianapolis
Terre Haute
Cincinnati
Portsmouth
Parkersburg
W. V
Manhattan
Topeka
Lawrence
Kansas City
Kansas City
Columbia
Sedalia
St. Louis
East St. Louis
Jefferson City
Vincennes
New Albany
Louisville
Lexington
Ashland
Huntington
Logan
Williamson
Welch
Emporia
Evansville
Owensboro
Harrisburg
Herrin
KY.
Harlan
Kingsport
Bristol
Johnson City
Wichita
Pittsburg
Cape Girardeau
Paducah
Cairo
Springfield
Joplin
Coffeyville
Hopkinsville
Bowling Green
Cookeville
Knoxville
Asheville
Poplar Bluff
Ponca City
TENN.
Nashville
Enid
Tulsa
Siloam Springs
Muskogee
ARK.
Okmulgee
Jonesboro
Blytheville
Jackson
Chattanooga
Dalton
Toccoa
Greenville
Anderson
Fort Smith
Memphis
Muscle Shoals City
ALA.
Huntsville
Decatur
Gainesville
Norman
Shawnee
Ada
Little Rock
Rome
GA.
Atlanta
Athens
Hot Springs
Pine Bluff
MISS.
Gadsden
Anniston
Columbus
Birmingham
Griffin
Macon
Ardmore
Greenwood
La Grange
Tuscaloosa
West Point
Sherman
Paris
Texarkana
El Dorado
Greenville
Columbus
Opelika
Denton
Shreveport
LA.
Monroe
Montgomery
Selma
Meridian
Cordele
Fort Worth
Dallas
Longview
Jackson
Vicksburg
Tyler
Kilgore
Albany
Waycross
Corsicana
Palestine
Dothan
Moultrie
Laurel
Thomasville
Valdosta
Waco
Temple
Lufkin
Alexandria
McComb
Hattiesburg
Tallahassee
FLA.
Mobile
Pensacola
Gulfport
Huntsville
Baton Rouge
Panama City
College Station
Lafayette
Austin
Beaumont
Lake Charles
New Orleans
Houston
Port Arthur
Galveston
Victoria
Corpus Christi
San Benito
Weslaco
Brownsville
EASTERN TIME +6 Hours
San Juan
PORTO RICO
Mayaguez
Ponce
Scale of Miles

A. B. Muirhead, Inc. Base Map
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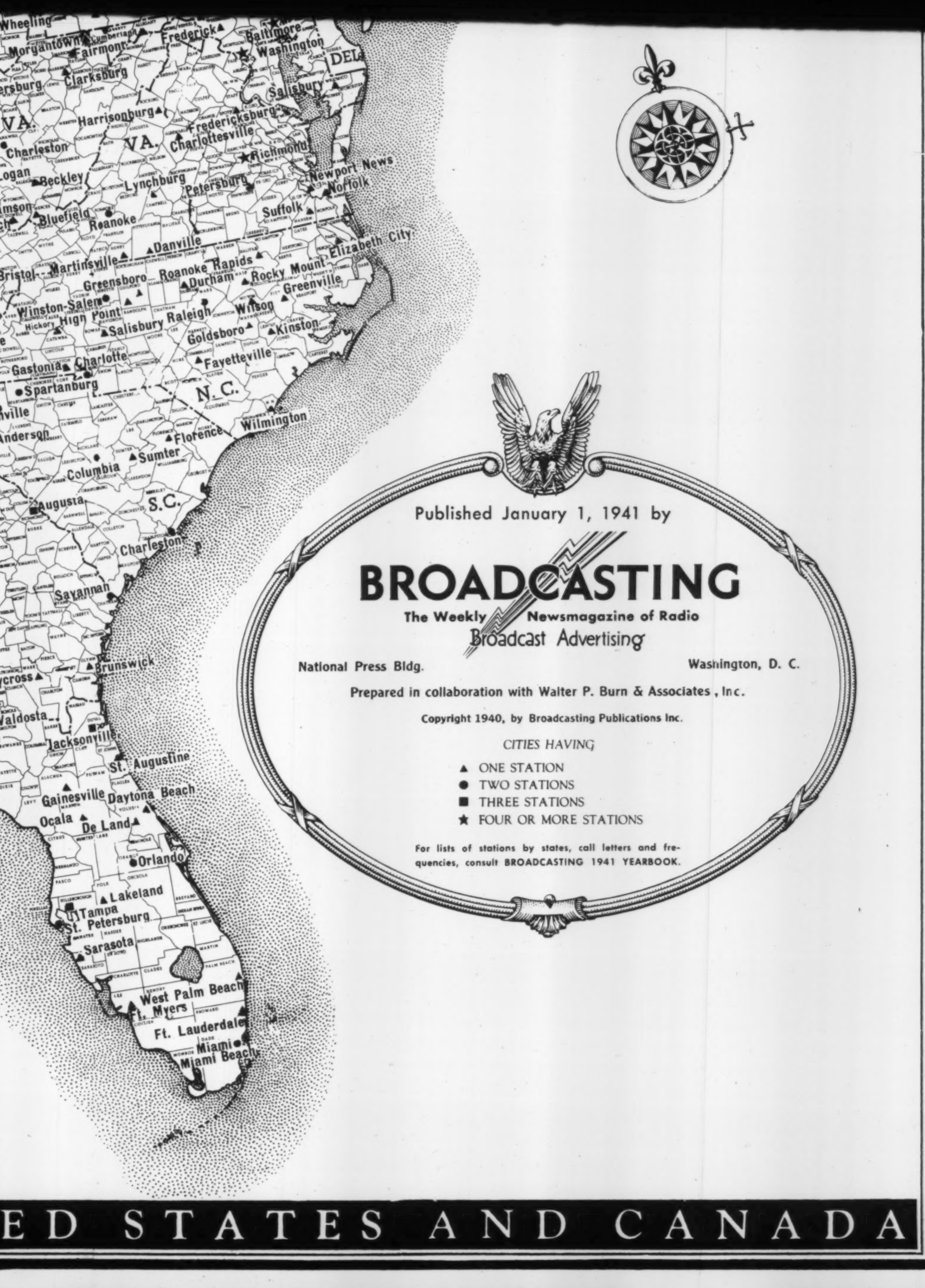
DCAST STATIONS — UNITE


Wheeling
Morgantown
Cumberland
Fairmont
Frederick
Baltimore
Washington
DEL.
Clarksburg
Salisbury
Harrisonburg
W. VA.
Fredericksburg
Charlottesville
VA.
Charleston
Richmond
Logan
Beckley
Lynchburg
Petersburg
Newport News
Norfolk
Bluefield
Roanoke
Suffolk
Danville
Elizabeth City
Bristol
Martinsville
Roanoke Rapids
Rocky Mount
Greensboro
Durham
Greenville
Winston-Salem
High Point
Raleigh
Wilson
Hickory
Salisbury
Goldsboro
Kinston
Gastonia
Charlotte
Fayetteville
Spartanburg
N.C.
Anderson
Florence
Wilmington
Sumter
Columbia
Augusta
S.C.
Charleston
Savannah
Brunswick
Waycross
Valdosta
Jacksonville
St. Augustine
Gainesville
Daytona Beach
Ocala
De Land
Orlando
Lakeland
Tampa
St. Petersburg
Sarasota
West Palm Beach
Ft. Myers
Ft. Lauderdale
Miami
Miami Beach

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Broadcast Advertising

National Press Bldg. Washington, D. C.

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CITIES HAVING

- ▲ ONE STATION
- ● TWO STATIONS
- ■ THREE STATIONS
- ★ FOUR OR MORE STATIONS

For lists of stations by states, call letters and frequencies, consult BROADCASTING 1941 YEARBOOK.

ED STATES AND CANADA

XUM

XUM

TECHNOLOGY DEPT

Stake Your Claim in 19 Markets . . .

STAKE it with the one combination of radio stations that gives localized and complete coverage of every key buying center in New England — The Yankee Network.

New England never has, and never will be, a one shot, one station market. It is too populous — too prosperous — too definitely developed into distinct sales areas. You just can't spread it thin and get maximum results.

Keep this point in mind when you're planning sales campaigns for the coming year. Use The Yankee Network as the hub and spokes of promotional activities. Merchandise its selling power — allocate your salesmen — your displays — your deliveries on the basis of the twofold advantages the 19 stations of The Yankee Network provide (1) LOCAL acceptance and effectiveness (2) COMPLETE coverage.

Why be satisfied with a slice when the entire rich territory is available?

THE YANKEE NETWORK

21 BROOKLINE AVENUE BOSTON, MASS.

EDWARD PETRY & CO., INC., *Exclusive National Sales Representative*

WNAC
Boston
★
WTIC
Hartford
★
WEAN
Providence
★
WTAG
Worcester
★
WICC
Bridgeport
New Haven
★
WCSH
Portland
★
WLBZ
Bangor
★
WFEA
Manchester
★
WSAR
Fall River
★
WNBH
New Bedford
★
WHAI
Greenfield
★
WBRK
Pittsfield
★
WNLC
New London
★
WLLH
Lowell
Lawrence
★
WLNH
Laconia
★
WRDO
Augusta
★
WCOU
Lewiston
Auburn
★
WSYB
Rutland
★
WELI
New Haven

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XUM

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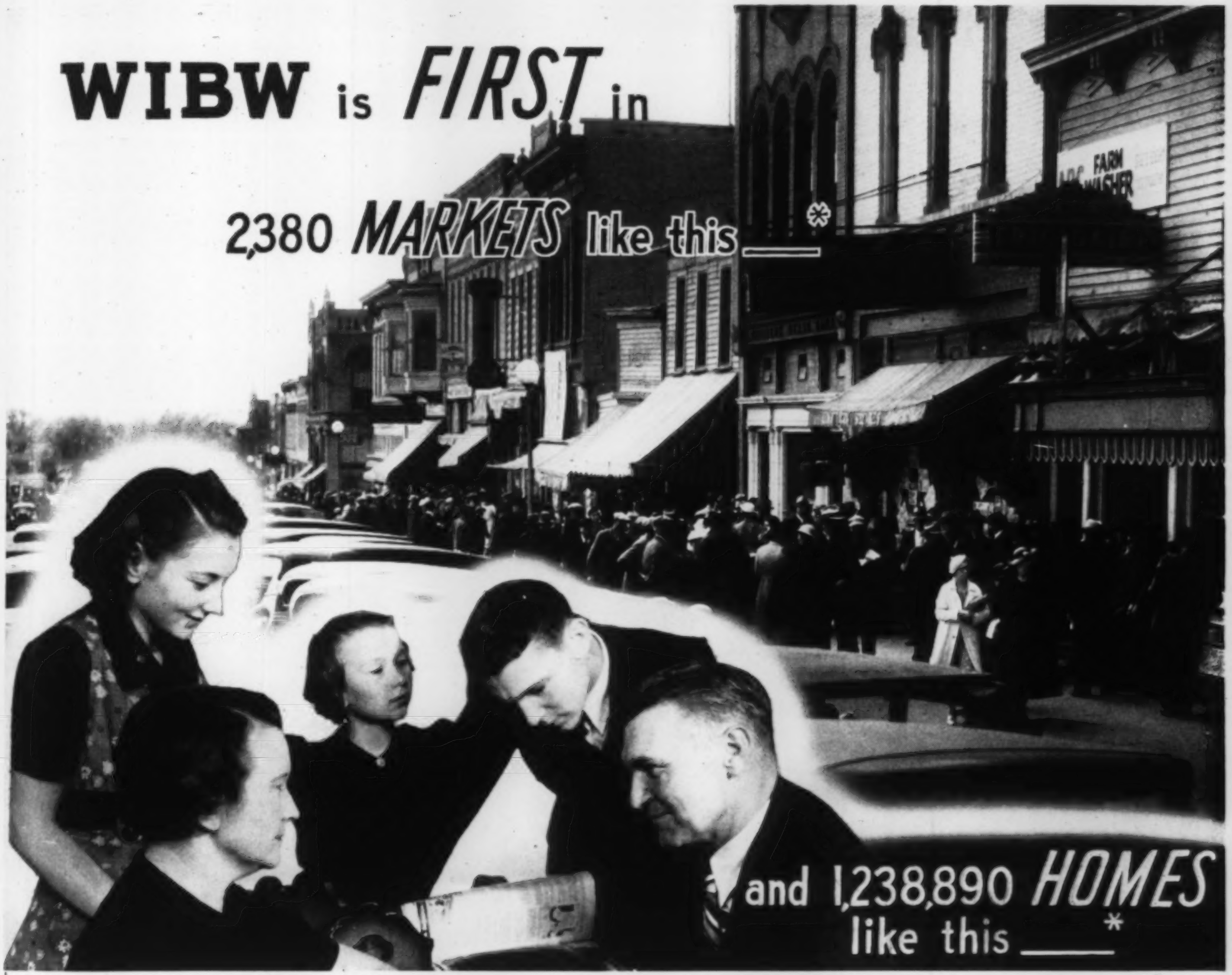
XUM

WIBW is *FIRST* in

2,380 *MARKETS* like this ___*



and 1,238,890 *HOMES* like this ___*

What More Can You Ask Than to Reach the Market Pictured Here?

Without asking you to read reams of factual data and sales arguments we solicit your business on the basis of RESULTS ACCOMPLISHED

For Those Who Want Additional Information

WIBW operates with 5,000 watts, day and night, on the dominating 580 Kc. channel.

Primary service area of 206 counties in Kansas, Missouri, Nebraska, Iowa and Oklahoma . . . 5,327,227 listeners.

We're mighty proud of the results obtained for our advertisers. However, we'd rather you got current "success" stories direct from them. We suggest that you write to H. D. Lee Mercantile Co., Allis Chalmers, Proctor & Gamble, General Mills, or International Harvester.

WIBW's wholehearted acceptance in so many radio homes is due to our many years of unceasing efforts to be of real SERVICE to our listeners . . . to our interest in *their* problems and welfare . . . to our friendly programs and neighborly personalities.

We believe . . . with all our heart . . . that we can get RESULTS for you by introducing your product into these homes where we are accepted members of the family.

---

* *In Kansas, Missouri, Nebraska, Iowa and Oklahoma.*

WIBW IN TOPEKA *"The Voice of Kansas"*
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

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Never before has any one network presented exclusively the Philadelphia Orchestra, the Chicago Opera, the annual Baseball World Series, and the first Professional Football playoff.

MUTUAL COVERAGE

Never before has a broadcasting chain offered coverage in forty-one states, totaling 168 stations coast to coast from Maine to Georgia, and from North Dakota to Texas, at so modest a cost.

MUTUAL SALES

Never before have Mutual sales reached $627,562 for a single month (November 1940) or $4,190,071 for eleven months, a notable 39.6% increase over any previous corresponding period!

MUTUAL BROADCASTING SYSTEM

AMERICA'S ONLY STATION-OPERATED NETWORK

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KSD

THE DISTINGUISHED BROADCASTING STATION

FIRST IN ST. LOUIS

To Establish a Rigid • Protection to Listeners • Against the Unworthy

PROVED LISTENER PREFERENCE

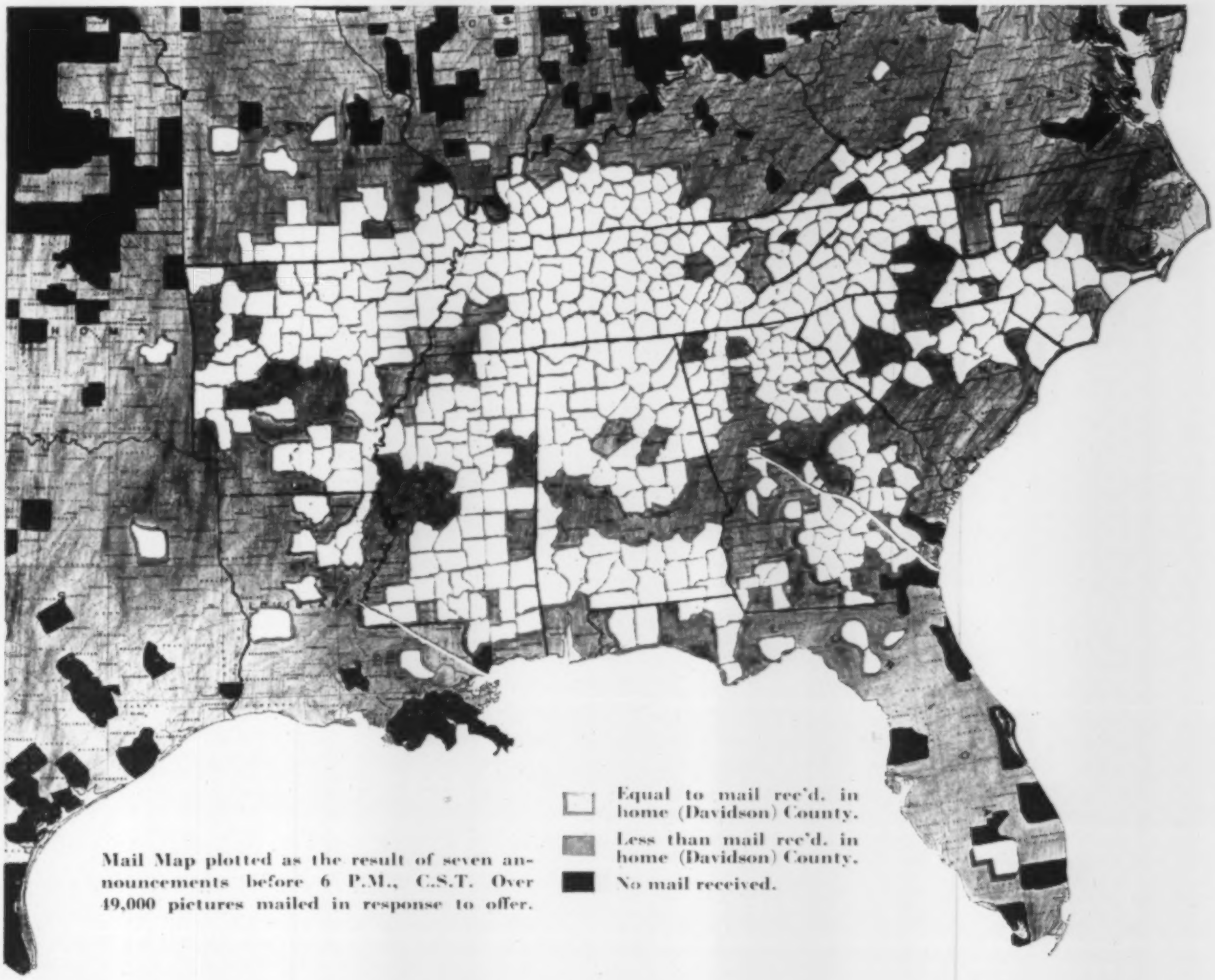
In sixteen nation-wide voting contests to determine the most popular programs and stars on the air, KSD has led all other St. Louis stations in the voting for listener preferences. The first of these polls was held in 1935 and the last in 1940.

NBC RED Network Exclusive St. Louis Outlet

The Network Listened to by Most Persons Most of the Time

XUM

It's Results That Count!



Mail Map plotted as the result of seven announcements before 6 P.M., C.S.T. Over 49,000 pictures mailed in response to offer.

☐ Equal to mail rec'd. in home (Davidson) County.

▨ Less than mail rec'd. in home (Davidson) County.

■ No mail received.

What do you want your radio dollar to buy? Watts, towers, channels, talent . . . or results? If it's results you're after, then choose WSM!

Oh Yes, you'll get some watts . . . 50,000 of them (as many as any other station) on a clear channel with its large secondary. You'll get a tower, too . . . America's tallest.

But if you want results, study the above map. This is only one "success story" where a WSM advertiser got results . . . there are a lot more, and if it's *results* you're after, better send for them, today.

Air Castle of the South
W E
50,000 WATTS CLEAR CHANNEL
WSM

NASHVILLE, TENN. HARRY L. STONE, Gen'l. Mgr.

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

NEW FACILITIES...INCREAS

DAY WXYZ

DETROIT

50

KING TRENDLE BROADCASTING CORPORATION

Basic Detroit Outlet For NBC Blue Network

National Sales Representative: PAUL H. RAYMER CO.

POWER...MORE MARKETS

NIGHT

00 WATTS

Greater Coverage
To A Greatly Enlarged
Good Service Area

And For Quick Sales Results
In The State...Michigan Radio
Network's Tested and Proven
Coverage To Over 4 Million
Population

XUM

"Need a stand-in?"

Back in the dim dark days before there were any such critters as "radio - station representatives", several of our fourteen men here at F & P were in the agency business.

In those days, we remember, there were darned few media salesmen or representatives who tried to go very much further than simply to *sell space.* But those who did go further were *something!*

For nine years, now, we've been remembering this fact and acting accordingly. Today, we work as an associate — as "stand-in" — for some of the biggest advertisers and finest agencies in the land.

What can we do for *you?* A survey, or a market analysis, or a statement of station costs and coverage in your trade territory, for instance? We'd like the chance to show you some typical "Free & Peters Service".

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373
NEW YORK: *247 Park Ave.* Plaza 5-4131
DETROIT: *New Center Bldg.* Trinity 2-8444
SAN FRANCISCO: *111 Sutter* Sutter 4353
LOS ANGELES: *650 S. Grand* Vandike 0569
ATLANTA: *322 Palmer Bldg.* Main 5667

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and
Broadcast Advertising
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Broadcast Advertising in 1940

DR. HERMAN S. HETTINGER
Associate Professor of Marketing, University of Pennsylvania

BROADCAST advertising volume continued its upward trend during the year just closed, *net time sales* increasing 21.5% as compared to 1939. Estimated net time sales during 1940 amounted to $157,900,000 on the basis of preliminary information available at the current writing.[1] Time sales were divided among the various portions of the medium as follows:

TABLE I

Estimated Radio Time Sales (1940)

Portion of Medium	*Net Time Sales*	*Per cent Total*
National network	$70,910,000	44.9%
National non-network	38,960,000	24.6
Local	48,030,000	30.5
Total	$157,900,000	100.0%

Radio advertising volume experienced the best growth in recent years during 1940, the 21.5% increase during the year just closed being compared to a 12% gain in 1939 over the preceding year and 4% in 1938. Net time sales in 1940 were 33.8% above those of 1937, and 98.4% greater than in 1935. Net time sales of the medium in recent years were as follows:

1935	$79,618,000
1937	117,909,000
1939	129,968,000
1940	157,900,000

Gross Time Sales

If the more conventional figure of *gross time sales* is taken, broadcast advertising in 1940 totaled approximately $208,000,000. Gross time sales are arrived at by multiplying the facilities sold by the rate charged for them for a single broadcast. Net time sales on the other hand represent advertising volume following the deduction of discounts granted for frequency of use but before subtracting agency and middleman commissions which are considered as costs of sales. Net time sales, therefore, represent the actual dollar volume of gross receipts of the broadcasting business. Gross time sales are used to secure a comparative picture of various media because of the difficulty of allowing for various forms of discounts in the compilation of dollar volume.

Official Count of U. S. Broadcasting Stations

(From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
†Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814
Jan. 1, 1941	882

* *Federal Radio Commission takes over regulation from Dept. of Commerce.*

† *Federal Communications Commission replaces Federal Radio Commission July 11, 1934.*

The portion of gross radio time sales accounted for by different parts of the medium in 1940 were as follows:[2]

TABLE II

Gross Radio Time Sales (1940)

Portion of Medium	*Gross Time Sales*	*Per cent Total*
National network	$96,456,000	45.9%
National non-network	52,200,000	24.8
Local	59,300,000	29.3
Total	$207,956,000	100.0%

Estimated gross time sales for the medium since the establishment of network advertising on a permanent basis in the fall of 1926 have been as follows:

TABLE III

Estimated Radio Gross Time Sales (1927-1940)*

Year	*National Networks*	*Others*	*Total*
1927	$3,830,000	$7,987,000	$4,820,000
1928	10,227,000	3,873,000	14,100,000
1929	19,196,000	7,604,000	26,800,000
1930	27,694,000	12,806,000	40,500,000
1931	37,502,000	18,498,000	56,000,000
1932	39,107,000	22,793,000	61,900,000
1933	31,516,000	25,484,000	57,000,000
1934	42,659,000	30,228,000	72,887,000
1935	49,315,000	38,209,000	87,524,000
1936	59,671,000	47,880,000	107,551,000
1937	68,828,000	75,314,000	144,142,000
1938	71,728,000	78,390,000	150,118,000
1939	83,114,000	88,000,000	171,114,000
1940	96,456,000	111,500,000	207,956,000

* Estimates by the writer and Paul F. Peter, director of research, National Association of Broadcasters.

Comparison With Other Media

As in recent years, radio advertising continued to show the greatest relative growth among major media. National magazine advertising increased 11% and amounted to $167,408,000 on the gross sales basis as compared to an increase in radio volume of 21.5%. National farm paper volume rose 12% during the year, and on the basis of 11 months' data, newspaper advertising increased 1.8%.

The greatest gain in the magazine field was with regard to weekly periodicals where advertising volume rose 18%. Special magazine advertising (such as *House & Garden*) rose 12% and that of women's magazines increased 3%, while general magazines increased 4%.

On the basis of 11 months' information, total display advertising in newspapers increased 1.3%, and automotive advertising rose 17.7%. General advertising, on the other hand, declined 1.5%. Retail store advertising gained 1.1% and that of department stores 1.6%.

Trends Within Radio Medium

As has been the case for several years, national non-network and local radio advertising in 1940 grew at a somewhat more rapid relative rate than national network volume. National network net time sales increased 14.4% as against the preceding year. National non-network volume rose 24.4% and local radio advertising increased 28.7%. The relative growth of the two latter classes of business was at approximately twice the rate as in 1939, while the rate of network advertising growth remained approximately the same as during the preceding year.

The continued more rapid relative growth of national non-network and local advertising has ma-

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[1] *Net time sales* are based primarily upon station revenue data comprising approximately 15 per cent of the medium's sales in recent years and on information for networks. While the sample undoubtedly is small enough to allow some margin of error, component stations seem to have been sufficiently representative to cause the estimates to be indicative of broad general trends.

[2] National network gross time sales figures are taken from the reports of Publisher's Information Bureau as are the data for network advertising by classes of business presented later in the report. Magazine advertising information is also taken from the same source.

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terially changed the proportion of business represented by different parts of the medium as indicated in the following table:

TABLE ıV

Proportion of Radio Advertising Accounted for by Networks and Other Portions of the Medium

Year	*National Network*	*Other*	*Total*
1927	79.4%	20.6%	100.0%
1930	68.3	31.7	100.0
1935	56.4	43.6	100.0
1940	46.4	53.6	100.0

This table is based on gross time sales, which are the only measure for which information is available prior to 1935.

While limitations of sample have been such as to make possible only very tentative estimates as to the division of non-network advertising among classes of stations, it seems quite probable that clear channel non-network business in 1940 will have amounted to between $26,000,000 and $26,500,000; regional station non-network volume between $42,000,000 and $42,500,000; local stations net time sales between $17,000,000 and $18,000,000.

It is quite probable that regional station non-network advertising gained between 25 and 30% during 1940. Clear channel stations increased their volume to a slightly lesser degree, while local station business probably rose between 5 and 7%. There seems to have been comparatively little change in the proportion of national non-network and local business carried by different classes of stations during the past year. It is quite probable that, with a lengthening record of experience provided by the annual FCC radio advertising reports and the new NAB unit service, more thorough estimates will be possible in future years.

No separate regional network figures have been included in this analysis, since conditions in this field continue to be in such a state that an estimate of their volume has not seemed practicable. Regional network operation today is so highly flexible and varying as to character that in many cases it cannot very well be separated from national non-network volume.

National Network Trends

Convenience goods, representing articles sold in small units and with a high rate of repeat sales—such as food products, chewing gum, toilet goods, pharmaceuticals, soap and kitchen supplies, tobacco products, and gasoline and lubricants—continued on the whole to show the greatest strength during 1940. Cigarette and tobacco advertising over national networks increased 26.9% during the year; drug and cosmetic volume rose 17.6%; soap and kitchen supplies, 14.6%; gasoline and lubricating oils, 15.7%. As a result of this trend, convenience goods accounted for 88.2% of national network volume in 1940 as compared to 87.4% in 1939 and 71% in 1935. Five classes of products — food, drugs, soaps and kitchen supplies, toilet goods and tobacco products—accounted for four-fifths of last year's network volume.

Daytime advertising again showed the greatest relative gain during the year, increasing approximately 26% as compared to 14.4% for network volume as a whole. Principal gains during the year were caused either by the sponsorship of additional programs by established radio advertisers—mainly daytime shows for the purpose of securing additional sales pressure—or by their use of a greater number of stations. There was some slight increase in the number of companies using national networks but not sufficient to be of major significance.

Network Advertising by Type of Business

Automotive Industry. Automotive industry advertising decreased 11% as compared to 1939. The reduction in network automotive volume was due principally to a sharp decline in tire and accessory advertising caused chiefly by Goodyear and United States Rubber going off the air. Ford and Chrysler volume increased slightly while Nash was a newcomer as compared to 1939. Network automotive volume has declined continuously in recent years and in 1940 is less than half the 1937 figure and slightly below that for 1935.

Building Materials. Advertising by this group increased 36.8% as against the preceding year. Network volume was the greatest of any of the past three years and nearly double that of 1938.

Cigars, Cigarettes and Smoking Tobacco. Advertising in this field rose 26.9% during 1940. Chesterfield advertising approximately doubled, while Philip Morris and Brown and Williamson volume—mainly Raleighs — both increased more than 40%. Old Gold came on the air during the year, and White Owl cigars materially extended its radio advertising.

Clothing and Dry Goods. There was an increase of 10.1% in this type of network advertising during 1940, the gain being almost entirely due to added sponsorship by the Adam Hat Stores. There was some adding and dropping of clothing accounts within the product class, the gains and losses offsetting each other in the main.

Confectionery. This form of network advertising increase 28%, due principally to a marked increase in Mars (*Dr. I. Q.*) advertising and to the addition of Pepsi-Cola to network ranks. Other accounts in this class increased slightly.

Drugs and Toilet Goods. Network advertising for the group as a whole increased 17.6% during the year. Drug products and dentifrice advertising both gained approximately one-fifth while toilet goods advertising rose about one-fourth as compared to 1939. Cosmetics advertising decreased slightly.

Procter & Gamble and Colgate-Palmolive-Peet accounted for the principal portion of the increase in toilet goods volume, together with Gillette safety razors, classified under the same general heading.

There were fairly general increases in the dentifrice field, with Procter & Gamble's Teel and Sterling Products' Dr. Lyons leading the field.

In the case of proprietary medicines, Vaseline doubled, while Sterling Products volume rose approximately 50%, principally due to increased Bayer aspirin advertising.

Financial and Insurance. There was little change in total volume in this class, advertising expenditures decreasing 1.6%. The Prudential Insurance Company's advertising was increased approximately four-fifths, while the Metropolitan company's advertising was discontinued. Financial advertising was mainly on the part of personal loan and automobile finance companies, with some companies discontinuing their efforts and others coming on the air.

Foods and Food Beverages. Network advertising in this field rose 4.3%. Cereals gained slightly and food beverages decreased approximately one-sixth, due principally to the reduction in Chase & Sanborn advertising. There was a marked increase in meat advertising, mainly due to Hormel's effort in behalf of Spam. The miscellaneous food group increased about 15%, with Campbell's soup advertising and General Foods sponsorship of the *Aldrich Family* for Jell-O among the more important reasons for the gain.

Housefurnishings. Due principally to Westinghouse's sponsorship of *Musical Americana*, network advertising in this field rose 107.9%. General Electric also increased its advertising.

Jewelry and Silverware. Advertising in this class went up 30% during the year, the sponsorship remaining comparatively unchanged.

Lubricants and Petroleum Products. Marked increases in network

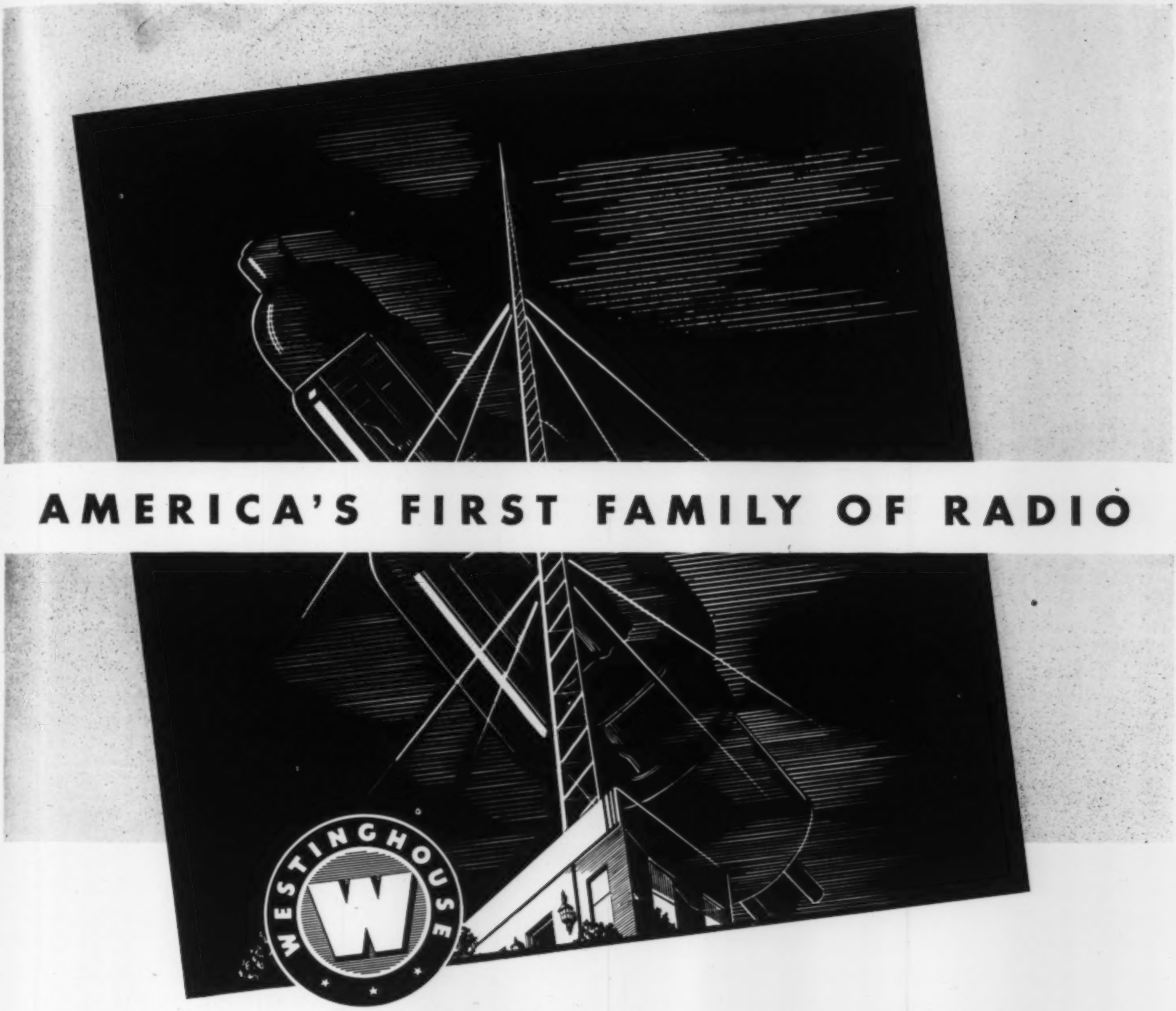
(*Continued on page 14*)

National Network Broadcast Advertising By Kinds of Sponsoring Business: 1940

(Gross Time Sales)

Class of Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1. Automotive Industry	$257,620	$245,821	$246,864	$245,056	$239,137	$238,750	$192,612	$201,706	$207,592	$307,687	$289,050	$312,083	$2,983,978
2. Building Materials	12,638	12,638	15,798	12,523	18,132	15,208			7,694	43,808	44,448	57,745	240,632
3. Cigars, Cigarettes & Tobacco	1,219,202	1,118,948	1,190,247	1,189,683	1,283,138	1,157,259	1,193,011	1,223,766	1,169,197	1,302,061	1,281,174	1,375,785	14,703,521
4. Clothing & Dry Goods	27,816	30,156	24,508	6,800	30,088	22,414	8,092	2,200	27,607	24,334	41,099	34,326	279,440
5. Confectionery, Gum & Ice Cream	198,983	202,869	248,229	253,480	294,229	239,230	251,565	176,151	241,192	260,128	262,322	282,037	2,910,415
6. Drugs & Toilet Goods	2,327,587	2,084,226	2,209,610	2,125,859	2,109,076	1,925,705	2,001,877	1,896,723	2,088,054	2,609,103	2,365,123	2,625,935	26,368,878
7. Financial & Insurance	84,964	58,971	62,167	74,432	92,250	81,497	93,710	89,787	87,096	91,837	91,102	96,565	1,004,378
8. Foods & Food Beverages	2,540,939	2,459,692	2,488,947	2,135,970	2,088,520	1,799,794	1,841,400	1,714,554	1,776,981	2,270,320	2,217,907	2,381,542	25,716,566
9. Garden & Field													
10. House Furniture & Furnishings	50,177	87,393	89,318	79,762	89,978	84,690	86,566	79,400	90,839	103,416	93,428	104,952	1,039,919
11. Jewelry & Silverware	27,599	27,599	34,579	26,781	17,810	18,000	14,400	14,330	19,216	32,089	32,769	40,341	305,513
12. Lubricants & Petroleum Products	425,849	387,924	423,400	476,498	488,815	441,163	305,281	287,340	298,271	434,679	435,136	544,520	4,948,876
13. Machinery & Farm Equipment													
14. Office Equipment										1,560	15,720	16,832	34,112
15. Paints & Hardware	40,028	43,906	58,473	26,332	20,931	4,908	4,908	6,135	13,764	22,474	39,032	43,894	324,785
16. Radios, Phonographs, Etc.	33,417	13,050	960	6,760	7,280					2,080	2,080	2,600	68,227
17. Schools & Correspondence Courses	6,580	6,448	8,120	7,628	7,344	9,380	7,424	9,004	7,232	5,256			74,416
18. Shoes & Leather Goods	2,340	2,340	19,998	26,561	25,624	31,093	26,561	30,454	27,160	25,768	32,428	28,846	279,173
19. Laundry Soaps & House-keepers' Supplies	941,910	902,230	931,193	912,215	962,693	845,897	976,601	906,520	874,150	1,010,890	949,255	1,000,902	11,214,456
20. Sporting Goods													
21. Stationery & Publishers				12,246	27,744	42,998	24,013	51,889	73,262	126,496	106,375	110,848	575,871
22. Travel & Hotels	1,086	16,776	41,508	32,880	46,867	39,396	17,254	33,510	26,000	24,908	30,233	30,983	341,401
23. Wines & Beer	1,438	1,313	1,313	1,250	528	3,432	3,812	4,576	1,500	2,256	2,356	2,501	26,275
24. Miscellaneous	98,712	98,061	113,045	74,957	77,351	84,976	86,108	115,563	236,301	1,130,714	685,383	213,608	3,014,779
TOTAL	$8,298,885	$7,800,361	$8,208,327	$7,727,673	$7,927,535	$7,085,790	$7,135,195	$6,843,608	$7,273,108	$9,831,864	$9,016,420	$9,306,845	$96,455,611

Source: Publisher's Information Bureau, Inc., Monthly *Network Radio Broadcasting* Reports.



AMERICA'S FIRST FAMILY OF RADIO

It was for a good reason that Westinghouse led the way in broadcasting. Behind the men who dreamed stood an organization that was master of all the things which made radio possible, an organization that could link inspiration with achievement.

In the Westinghouse group today there are six powerful broadcasting stations, serving important sections of America, and a short-wave station connecting us with our good neighbors to the South. These stations, with the structure of which they are a part, make up a family that unites in experience and in ambition to bring out the best that is in radio.

So America's First Family of Radio keeps step with progress today and will tomorrow.

WESTINGHOUSE RADIO STATIONS

KDKA	WBZ and WBZA	KYW	WOWO and WGL
Pittsburgh	Boston and Springfield	Philadelphia	Fort Wayne

Represented Nationally by NBC Spot Sales Offices

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1940

(Compiled for the 1941 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

	Total Sets		Total Tubes		Motor Car Sets		Total Sales of Broadcast Receivers, Tubes, Batteries, Parts	Homes with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922.......	100,000	$5,000,000	1,000,000	$6,000,000	....	....	$60,000,000	60,000	....	†400,000
1923.......	550,000	15,000,000	4,500,000	12,000,000	....	....	136,000,000	1,000,000	....	†1,500,000
1924.......	1,500,000	100,000,000	12,000,000	36,000,000	....	....	358,000,000	2,500,000	....	3,000,000
1925.......	2,000,000	165,000,000	20,000,000	48,000,000	....	....	430,000,000	3,500,000	....	4,000,000
1926.......	1,750,000	200,000,000	30,000,000	58,000,000	....	....	506,000,000	5,000,000	....	5,000,000
1927.......	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	6,500,000	....	6,500,000
1928.......	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	7,500,000	....	8,500,000
1929.......	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	9,000,000	....	10,500,000
1930.......	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931.......	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932.......	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933.......	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934.......	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*......	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936*......	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937*......	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938*......	7,100,000	250,000,000	80,000,000	105,000,000	800,000	32,000,000	340,000,000	27,500,000	5,800,000	40,800,000
1939*......	10,538,000	355,000,000	98,000,000	120,000,000	1,400,000	54,000,000	450,000,000	28,700,000	6,500,000	45,200,000
1940*......	11,500,000	390,000,000	110,000,000	110,000,000	1,800,000	72,000,000	500,000,000	29,300,000	8,000,000	50,100,000

* Figures for sets include value of tubes in receivers. Totals include exports. In recent years, replacement tubes have run from 25% to 40% of total tube sales. All figures are at retail value.
† Includes home-built sets.

(*Continued from page 12*)

advertising by American, Pure Oil and Richfield, and the addition of Sinclair to the list of network sponsors during the year, were in the main responsible for the increase of 15.7% as against 1939. Ethyl advertising dropped about 45% during the year.

Paints and Hardware. Volume in this field decreased 4.8% with some shift in sponsors and offsetting gains and losses among those staying on the air.

Radios, Phonographs, etc. Advertising in this product class decreased approximately 90% during the year, due to RCA and Emerson leaving the air.

Schools and Correspondence Courses. Network advertising in this group rose from $15,000 to $74,000 during the year.

Shoes and Leather Goods. The volume remained practically unchanged from 1939, decreasing but 5%.

Laundry Soaps and Housekeeper's Supplies. Advertising in this field rose 14.6% mainly due to a gain in laundry soap volume, with Colgate and Babbitt leading the field in increases. Fels advertising dropped somewhat.

Stationery. Radio advertising on the part of Eversharp pens and pencils was the principal reason for the doubling of network volume in this product class.

Travel and Hotels. Advertising in this class increased from $45,000 to $341,000, due mainly to network sponsorship of *This Amazing America* by Greyhound.

Miscellaneous. If political advertising is included, network volume in the miscellaneous field increased more than fourfold during the year. Political advertising amounted to approximately $1,800,000 in gross time sales. If political advertising is eliminated from consideration, the remainder of the miscellaneous group rose approximately 72% as compared to 1939. About one-fourth of miscellaneous volume during the year was accounted for by mutual network programs offered in various communities to local sponsors.

Concentration of Advertising

Network advertising was concentrated largely among a comparatively few manufacturers and a relatively small number of advertising agencies. For the year just closed, advertising placed by the ten leading radio agencies accounted for 58.6% of network volume. This is another indication of the importance of a high degree of specialized skill and experience in the radio field; for it is probably this factor which is in the main responsible for agency concentration, although undoubtedly the general concentration of national advertising among large agencies is a contributing factor. It must be remembered that in recent years approximately 80% of all radio advertising—national and local—was placed by agencies, a proportion probably higher than that found in any other medium.

National Non-Network Trends

Until more data are available on national non-network and local radio advertising through the NAB Unit Reports, analysis in this field must necessarily be limited.

However, the quarterly reports issued on spot advertising by the Publisher's Information Bureau for certain groups of stations provide some highly interesting and valuable information on this point. At the present time information is available for 143 stations and covers the first nine months of 1940. Examination of the stations furnishing information to the Bureau indicates that for the most part they are the more enterprising regional and clear channel stations located in the more important markets of the country. They therefore cannot be considered entirely representative of the medium but may be of interest in that they are the type with which national advertisers are most concerned.

Gross time sales of this group of stations for national non-network advertising during the first nine months of 1940 were as follows:

TABLE V

National Non-Network Advertising by Product Groups Over 143 Stations

(Jan.-Sept. 1940)

Product Group	*Gross Time Sales (nine months)*	
Automotive Industry	$458,466	3.6%
Building Materials	79,617	.5
Cigars, Cigarettes and Tobacco	1,160,919	7.5
Clothing and Dry Goods	242,861	1.6
Confectionery and Soft Drinks	1,162,591	7.5
Drugs and Toilet Goods	3,172,750	20.4
Financial and Insurance	355,266	2.3
Foods and Food Beverages	3,194,467	20.6
Garden and Field	142,589	.9
Housefurnishings and Furnishings	216,135	1.4
Jewelry and Silverware	859,532	5.5
Lubricants and Petroleum Products	1,295,491	8.4
Machinery and equipment	98,949	.6
Office Equipment	718	--
Paints and Hardware	26,721	.1
Radios and Phonographs	274,702	1.7
Schools and Correspondence Courses	55,539	.3
Shoes and Leather Goods	339,811	2.2
Soaps and Housekeepers Supplies	991,423	6.4
Sporting Goods	2,198	--
Stationery and Publishers	132,419	.8
Travel and Hotels	180,474	1.1
Wines and Beer	466,397	3.0
Miscellaneous	590,704	3.6
Total	$15,500,019	100.0%

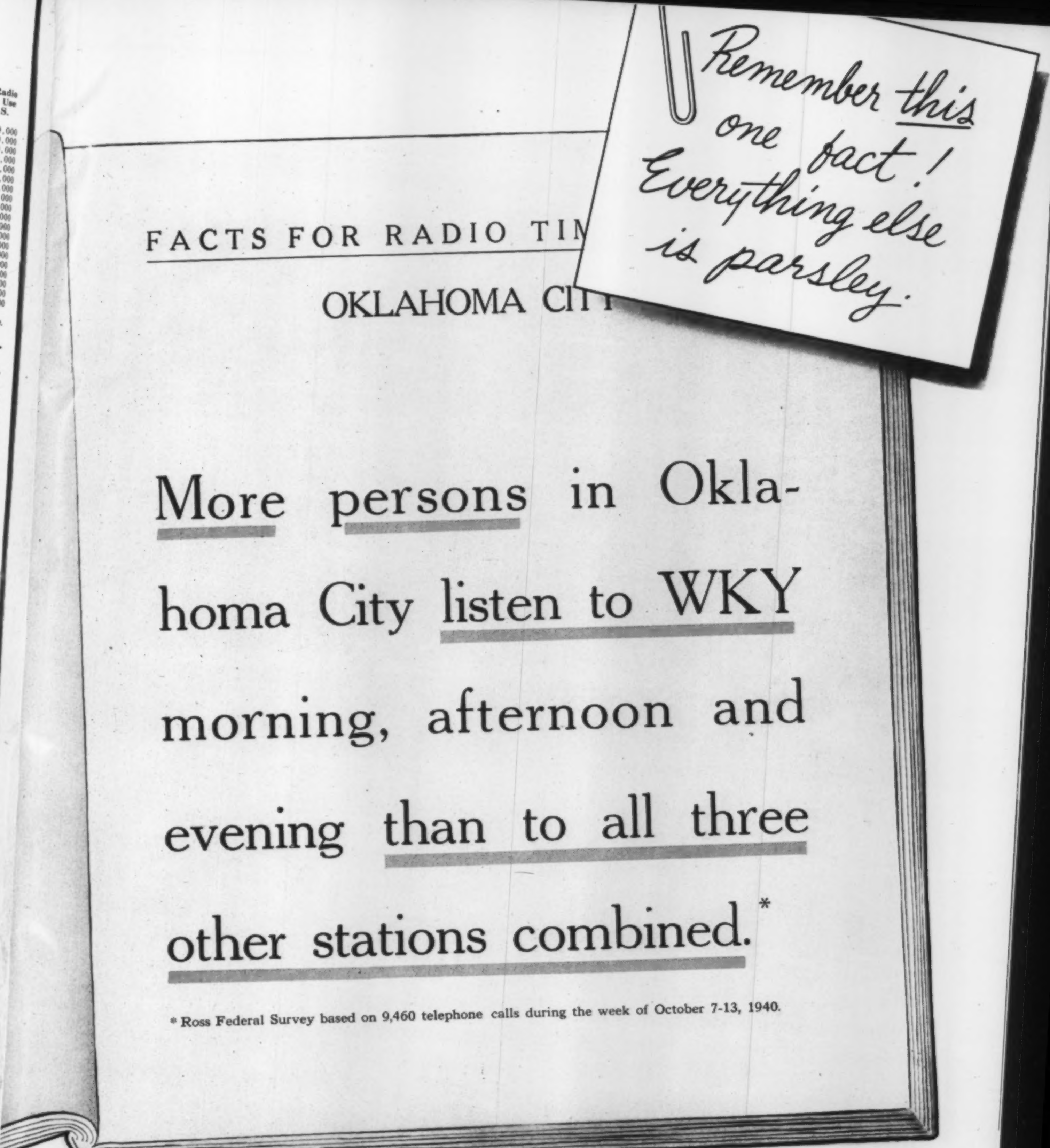
The task of estimating trends in volume by different classes of business on these stations is rendered difficult by the fact that the sample does not remain the same from year to year. However, there seems to have been comparatively little shift from 1939 to 1940, so that some estimate of sponsorship trends may be possible.

On the basis of available data there were probably slight increases in automotive, food, gasoline and petroleum products, farm equipment, and paint and hardware national non-network advertising. Clothing, confectionery, soft drink and financial and insurance advertising seem to have increased approximately 100%, while heavy gains were experienced also in non-network advertising by building material companies, the shoe and leather goods industry, laundry soaps and kitchen supplies, garden equipment, and drug and toilet goods. There were slight decreases in wine and beer advertising, jewelry advertising and the non-network efforts by schools and correspondence courses.

Non-Network Advertising: Composition

Several indications of the nature of national non-network radio use can be secured from an examination of the data available for the 143 stations. There is a greater variety in the types of industries and also the number of companies using national non-network advertising than with regard to those employing national networks. Regional distributors loom important among the sponsors although quite a few large national distributors are also included in the list. Thus the majority of national non-network tobacco advertising is on the part of cigar companies, a product which traditionally enjoys regional markets. Ice cream companies loom important in the confectionery group because their markets are also regional in nature. Regional distributors and regional brands are particularly important users of national non-network advertising in the petroleum products field. In the case of building equipment and housefurnishings, sponsors are principally those interested in tapping the rural market.

GLENN D. GILLETT
Consulting Radio Engineer
National Press Building, Washington, D. C.


Remember this one fact! Everything else is parsley.

FACTS FOR RADIO TIM

OKLAHOMA CIT

More persons in Oklahoma City listen to WKY morning, afternoon and evening than to all three other stations combined.*

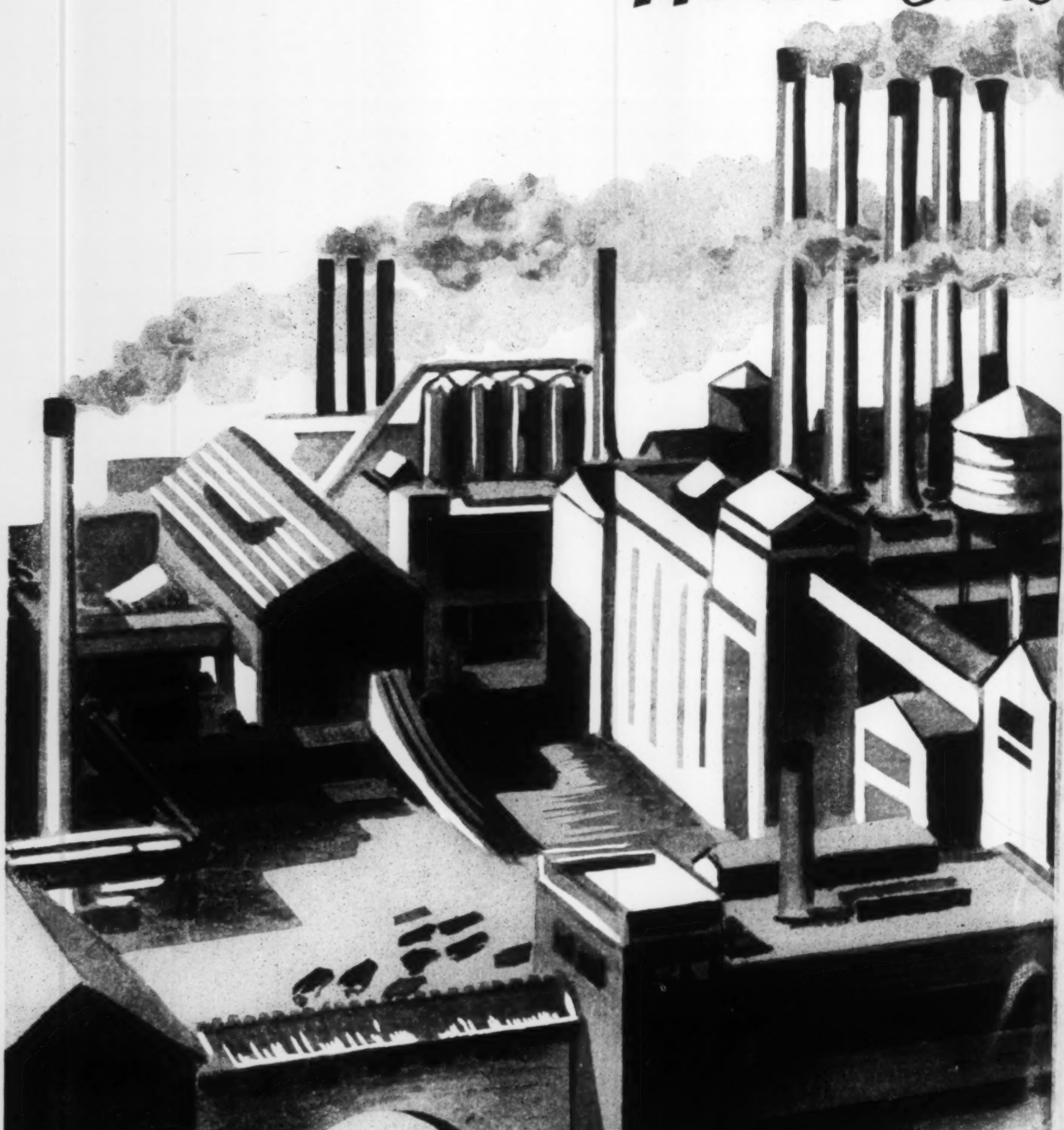
* Ross Federal Survey based on 9,460 telephone calls during the week of October 7-13, 1940.

WKY ◇ OKLAHOMA CITY

NBC Affiliate—900 Kc.

Owned and Operated by The Oklahoma Publishing Co.: The Oklahoman and Times ★ The Farmer-Stockman
KVOR, Colorado Springs ★ KLZ, Denver (*Under Affiliated Mgmt.*) ★ Represented by The Katz Agency, Inc.

Here's One



of the World's Greatest Industrial Markets-

LIVINGSTON
WASHTENAW
OAKLAND
MACOMB
WAYNE
MONROE
DETROIT

IT CAN BE COVERED WITH A SINGLE RADIO STATION, WWJ

The established Detroit Market consists of six Michigan counties, all located within 50 miles of downtown Detroit. These six counties account for:

- 48% of Michigan's population
- 54% of its total retail sales
- 57% of its gainful workers
- 59% of its industrial plants
- 65% of the State's income tax returns

Advertisers who wish to concentrate selling efforts where 1941 advertising dollars will pay highest dividends, are finding that the Detroit Market and its HOME radio station, WWJ, offer opportunity unsurpassed anywhere in America. Investigate the unusual sales possibilities afforded by this market—and station WWJ—without delay.

WWJ

National Representatives

George P. Hollingbery Company

New York -:- Chicago -:- Atlanta
San Francisco -:- Los Angeles

Established
August 20, 1920

Basic Member
NBC Red Network

XUM

National Networks' Gross Monthly Time Sales, 1927-1940

NATIONAL BROADCASTING COMPANY NETWORKS

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	$270.949	$651.015	$1.004.874	$1.418.979	$2.026.860	$2.635.447	$1.869.885	$2.391.667	$2.895.037	$2.681.815	$3.541.99
February	252.195	626.176	1.074.834	1.347.847	1.924.778	2.571.609	1.742.784	2.211.637	2.758.319	2.714.300	3.295.782
March	316.158	726.787	1.240.102	1.652.629	2.164.434	2.864.783	1.997.463	2.507.890	3.025.308	3.037.873	3.614.283
April	273.209	674.354	1.173.922	1.574.523	2.195.880	2.649.892	1.690.177	2.373.890	2.682.143	2.741.928	3.277.837
May	257.981	701.029	1.192.930	1.731.409	2.101.525	2.305.448	1.662.887	2.475.173	2.685.211	2.561.720	3.214.819
June	241.930	609.566	1.014.361	1.509.224	1.931.155	2.081.463	1.512.139	2.177.857	2.380.845	2.323.456	3.003.387
July	228.666	575.333	1.014 037	1.692.680	2.027.975	1.825.433	1.370.993	1.864.420	2.208.935	2.429.983	2.707.450
August	195.143	596.200	1.029.950	1.612.284	1.892.427	1.745.338	1.407.843	1.735.555	2.021.366	2.422.431	2.784.977
September	264.725	660.740	1.234.196	1.648.581	1.951.326	1.807.795	1.555.606	1.860.166	2.163.317	2.886.637	2.850.581
October	368.111	1.101.411	1.483.284	1.972.414	2.318.091	2.063.273	2.130.046	2.775.431	2.779.557	3.696.489	3.339.739
November	491.711	964.864	1.413.961	1.890.532	2.475.905	1.953.953	2.188.342	2.683.494	2.655.100	3.468.728	3.381.348
December	599.232	892.858	1.433.931	2.037.785	2.596.185	2.000.454	2.324.567	2.776.436	2.893.793	3.558.590	3.639.086
Total	$3.760 010	$8.780.333	$14.310.382	$20.088.887	$25.607.041	$26.504.891	$21.452.732	$27.833.616	$31.148.931	$34.523.950	$38.651.286

COLUMBIA BROADCASTING SYSTEM

	1927	1928	1929	1930	1931	1932	1933	1934	1935	1936	1937
January	....	$92.736	$274.324	$644.685	$692.114	$1.348.842	$941.465	$1.405.958	$1.768.949	$1.901.023	$2.378.620
February	....	99.837	322.355	592.943	750.621	1.319.414	884.977	1.387.823	1.654.461	1.909.146	2.264.317
March	....	98.492	400.872	726.093	1.110.526	1.436.050	1.016.102	1.524.904	1.829.553	2.172.382	2.559.716
April	....	138.891	407.695	705.442	1.076.103	1.354.592	775.487	1.371.601	1.615.389	1.950.939	2.563.478
May	....	84.280	400.537	642.782	1.065.352	1.326.994	624.256	1.255.887	1.287.455	1.749.517	2.560.558
June	....	78.400	319.413	592.248	1.057.230	915.830	553.056	925.939	1.066.729	1.502.768	2.476.576
July	....	72.800	322.171	431.428	877.366	591.183	445.414	630.290	910.470	1.292.775	1.988.412
August	....	89.600	325.040	392.673	774.518	540.342	499.638	513.315	879.019	1.232.588	1.955.280
September	....	119.336	395.290	535.760	947.138	685.156	547.203	700.491	1.086.900	1.838.932	2.028.585
October	....	158.368	503.753	792.833	1.099.717	972.358	1.125.793	1.752.601	1.930.512	2.754.808	2.505.485
November	....	200.032	535.355	775.394	1.247.248	1.105.895	1.277.459	1.682.959	1.722.390	2.429.917	2.654.473
December	$72.500	214.536	579.176	772.922	1.197.106	1.005.229	1.372.716	1.674.087	1.885.977	2.433.353	2.786.618
Total	$72.500	$1.447.308	$4.785.981	$7.605.203	$11.895.039	$12.601.885	$10.063.566	$14.825.845	$17.637.804	$23.168.148	$28.722.118

MUTUAL BROADCASTING SYSTEM

	1935	1936	1937	1938	1939	1940
January	....	$157.721	$140.769	$269.894	$315.078	$317.729
February	....	152.358	154.344	253.250	276.605	337.649
March	....	191.487	170.511	232.877	306.976	390.813
April	....	139.936	139.106	189.545	262.626	363.468
May	....	129.090	100.154	194.201	234.764	322.186
June	....	104.512	75.024	202.412	228.186	299.478
July	....	109.562	64.662	167.108	216.583	235.182
August	....	122.066	66.354	164.626	205.410	227.865
September	....	168.925	91.608	200.342	210.589	283.463
October	$180.374	271.629	147.714	347.771	428.221	784.676
November	173.411	227.545	157.661	360.929	327.045	627.562
December	175.301	193.496	147.163	337.369	317.699	576.983
Total	$529.086	$1.979.146	$1.455.070	$2.920.324	$3.329.782	$4.767.054

FREE & PETERS, INC.

Exclusive National Representatives

Chicago • New York • San Francisco

Detroit • Los Angeles • Atlanta

NATIONAL BROADCASTING COMPANY—RED

	1938	1939	1940
January	$2.728.232	$3.211.161	$3.496.393
February	2.591.223	2.957.258	3.226.983
March	2.828.777	3.297.992	3.338.440
April	2.544.810	2.879.571	3.128.685
May	2.697.492	3.025.538	3.216.940
June	2.555.517	2.759.917	2.919.405
July	2.377.065	2.713.798	3.141.902
August	2.366.851	2.737.926	3.072.338
September	2.387.958	2.750.688	3.132.005
October	2.872.588	3.446.134	3.842.195
November	2.948.854	3.402.370	3.653.135
December	2.928.181	3.400.383	3.786.901
Total	$31.827.548	$36.600.736	$39.955.322

NATIONAL BROADCASTING COMPANY—BLUE

	1938	1939	1940
January	$1.065.284	$822.739	$908.815
February	906.830	773.437	905.101
March	978.054	872.860	965.904
April	765.695	681.413	912.833
May	716.708	676.564	817.682
June	645.052	622.487	722.695
July	581.645	569.757	688.536
August	574.248	574.644	665.924
September	591.283	564.619	747.774
October	901.376	773.119	1.203.499
November	950.065	832.614	1.045.943
December	958.891	879.365	1.122.972
Total	$9.635.131	$8.643.618	$10.707.678

COLUMBIA BROADCASTING SYSTEM

	1938	1939	1940
January	$2.879.945	$2.674.057	$3.575.946
February	2.680.335	2.541.542	3.330.627
March	3.034.317	2.925.684	3.513.170
April	2.424.180	2.854.026	3.322.689
May	2.442.283	3.097.484	3.570.727
June	2.121.495	2.860.180	3.144.213
July	1.367.357	2.311.953	3.071.398
August	1.423.865	2.341.636	2.875.657
September	1.601.755	2.563.132	3.109.863
October	2.387.395	3.366.654	4.001.492
November	2.453.410	3.474.163	3.689.778
December	2.529.060	3.529.154	3.819.989
Total	$27.345.397	$34.539.665	$41.025.549

KSD

THE DISTINGUISHED BROADCASTING STATION

First in St. Louis

To Establish a Rigid Protection to
Listeners Against the Unworthy

Proved Listener Preference

In sixteen nation-wide voting contests to determine the most popular programs and stars on the air, KSD has led all other St. Louis stations in the voting for listener preferences. The first of these polls was held in 1935 and the last in 1940.

NBC RED Network Exclusive St. Louis Outlet

The Network Listened to by Most Persons Most of the Time

Now, more than ever before, your MUST station!

We were indispensable under ordinary circumstances, but now our LOUISVILLE area is the seat of a

$125,000,000.00

defense program that has made thousands of NEW jobs with a 60% payroll boost and millions in NEW spendable income!

You just can't do without

WHAS

LOUISVILLE

50,000 Watts
Basic CBS

OWNED AND OPERATED BY

The Courier-Journal

THE LOUISVILLE TIMES

NATIONALLY REPRESENTED BY EDWARD PETRY & COMPANY

Major Networks' Gross Billings by Advertisers: 1940

NBC Gross Billings

Adam Hat Stores	$ 217,772
Air Conditioning Training Corp.	$ 74,416
American Home Products Co.	$1,909,117
Aerowax, $25,574	
Anacin, $616,828	
Bisodol, $367,296	
Clapps Baby Food, $101,545	
Fly-ded, $68,794	
Freezone, $67,026	
Hills Cold Tablets, $66,313	
Kolynos, $355,597	
Mystic Cream, $31,529	
Old English Floor Wax, $159,590	
Plastic Wood, $49,025	
American Oil Co.	$ 3,320
American Tobacco Co.	$1,144,570
Babbitt Inc. (B T)	$ 618,964
Bank of Amer. Nat Trust & Savings Assn.	$ 16,844
Bell Telephone System	$ 406,308
Better Speech Institute of America	$ 82,046
Bristol-Myers Co.	$1,077,176
Vitalis, $439,766	
Ipana-Sal Hepatica, $637,410	
Brown & Williamson Tobacco Corp.	$1,814,033
Avalon Cigarettes, $464,409	
Big Ben Tobacco, $52,926	
Bugler Tobacco, $524,485	
Raleigh Tobacco, $572,868	
Raleigh Cigarettes, $51,557	
Wings Cigarettes, $147,788	
Canada Dry Ginger Ale	$ 310,983
Canadian Railway Assn.	$ 79,368
Cardinet Candy Co.	$ 36,208
Carnation Co.	$ 611,904
Carnation Milk, $552,000	
Albers Bros-Cereals, $59,904	
Chamberlain Labs.	$ 42,291
Chemicals Inc.	$ 4,104
Cities Service Co.	$ 626,104
Colgate-Palmolive-Peet Co.	$ 965,516
Shaving Cream, $235,880	
Super Suds, $729,636	
Consolidated Royal Chemical Corp.	$ 15,984
E. I. DuPont de Nemours Co.	$ 370,524
Emerson Drug Co.	$ 104,982
H. Fendrich Inc.	$ 61,425
Firestone Tire & Rubber Co.	$ 492,842
Fitch Co., F. W.	$ 515,398
Food & Beverage Broadcasters Ass'n	$ 92,566
Gallenkamp Stores Co.	$ 33,264
General Electric Co.	$ 525,796
General Foods Corp.	$1,794,830
Jello, $816,373	
Jello Puddings, $186,520	
Post 40% Bran Flakes, 215.400	
Maxwell House Coffee, 576,537	
General Mills	$2,495,735
Bisquick, $294,008	
Corn Kix, $645,076	
Kitchen Tested Flour, $348,992	
Softasilk Cake Flour, $235,340	
Sperry Flour Products, $123,449	
Wheaties, $486,516	
Bisquick & Wheaties, $362,354	
Gillette Safety Razor Co.	$ 47,850
Gordon Baking Co.	$ 82,084
Greyhound Lines	$ 168,028
Griswold Mfg. Co.	$ 5,454
Grove Laboratories	$ 188,280
C. H. Gulden	$ 52,720
Hall Bros.	$ 63,328
Hecker Products Corp.	$ 216,754
Shinola Shoe Polish, $205,618	
Presto Cake Flour & H-O Oats, $11,136	
Hormel, Geo. A. Co.	$ 260,880
Illinois Central Railroad	$ 11,310
Andrew Jergens Co.	$1,033,807
Woodbury's Soap & Cosmetics, $754.739	
Jergens Lotion, $279,068	
Johnson, S. C. & Son	$ 633,512
Knapp-Monarch Co.	$ 26,600
Lady Esther Co.	$ 37,104
Lance Packing Co.	$ 16,019
Langendorf Bakeries	$ 31,320
Larus Bro. Co.	$ 6,864
Lever Bros.	$ 114,152
Rinso, $42,080	
Spry, $72,072	
Lewis-Howe Co.	$ 957,354
Tums, $880,744	
NR Tablets, $76,610	
Liggett & Myers Tobacco Co.	$1,932,386
Loose-Wiles Biscuit Co.	$ 4,424
P. Lorillard Co.	$ 526,780
Old Gold Cigarettes, $279,620	
Sensation Cig. & Muriel Cigars, $427,110	
Manhattan Soap Co.	$ 114,680
Mars Inc.	$ 544,714
Miles Labs.	$1,393,382
Modern Food Process Co.	$ 69,887
Thrivo Dog Food, $54,628	
Philadelphia Scrapple, $15,264	
Benjamin Moore & Co.	$ 35,280
John Morrell & Co.	$ 135,018
Philip Morris & Co.	$ 704,868
C. F. Mueller & Co.	$ 45,600
Musterole Co.	$ 102,600
Nash-Kelvinator Corp.	$ 169,628
National Dairy Products Corp.	$1,339,299
Cheese & Salad Dressing, $993,194	
Milk & Ice Cream, $346,105	
Ohio Oil Co.	$ 75,048
Pacific Coast Borax Co.	$ 318,096
Pepsodent Co.	$ 624,910
Pillsbury Flour Mills Co.	$ 230,424
Procter & Gamble Co.	$8,759,452
Camay, $876,947	
Chipso, $571,109	
Crisco, $742,094	
Dash, $13,007	
Dreft, $423,397	
Drene, $207,146	
Duz, $128,260	
Ivory Flakes, $786,048	
Ivory Soap, $1,896,485	
Lava Soap, $219,321	
Oxydol, $1,644,058	
Teel, $438,342	
White Naphtha Soap, $813,238	
Pure Oil Co.	$ 259,679
Quaker Oats Co.	$ 955,756
Quaker Farina, $11,908	
Puffed Wheat & Rice, $77,015	
Quaker Oats & Aunt Jemima, $665,292	
Quaker Oats, $201,541	
Ralston Purina Co.	$ 319,004
Remington Rand	$ 34,112
R. J. Reynolds Tobacco Co.	$1,042,990
Camel Cigarettes, $743,829	
Camel Cig. & Prince Albert Tobacco, $299,161	
Richardson & Robbins	$ 70,560
Richfield Oil Corp.	$ 201,137
Sherwin Williams Co.	$ 250,376
S-W Paints, $162,504	
Acme Paints & Lin-X, $87,872	
Signal Oil Co.	$ 61,212
Skelly Oil Co.	$ 49,506
Standard Brands	$1,504,199
Tender Leaf Tea, $469,623	
Fleischman's Yeast & Aspic, $241,848	
Chase & Sanborn Coffee, $437.916	
Fleischman's Foil Yeast, $354,812	
Standard Oil Co. of Cal.	$ 68,580
Sterling Products	$5,001,680
Bayer Aspirin, $838,718	
Cal-Aspirin, $86 859	
Energine, $297.534	
Haley's M-O, $262.220	
Ironized Yeast, $380.267	
Dr. Lyons Toothpowder, $1.128,420	
Molle Shaving Cream, $482,324	
Mulsified Oil Shampoo, $54,926	
Phillips Milk of Magnesia, $698,934	
Phillips Milk of Magnesia Creams, $338,133	
Phillips Milk of Magnesia Tablets, $280.505	
Phillips Milk of Magnesia Toothpaste, $152,840	
Sun Oil Co.	$ 676.712
Swift & Co.	$ 4.788
Texas Co.	$ 118.238
Tidewater-Associated Oil Co.	$ 19,019
Tillamook County Creamery Assn	$ 16.324
Union Oil Co. of Cal.	$ 39.456
U. S. of Brazil	$ 21.752
Vick Chemical Co.	$ 29.543
Wander Co.	$ 28.260
Ward Baking Co.	$ 76.244
Wm. R. Warner Co.	$ 209.034
Welch Grape Juice Co.	$ 246,721
Wesson Oil & Snowdrift Sales Corp.	$ 48.924
Westinghouse Elec. & Mfg. Co.	$ 503.592
Wheatena Corp.	$ 26.730
J. B. Williams Co.	$ 328.861
Williamson Candy Co.	$ 16.224
Total Gross Commercial Expenditures	$49.853.394
Total Gross Political Expenditures	$ 809.606
GRAND TOTAL	$50.662,000

CBS Gross Billings

Albers Brothers Milling Co.	$ 14,295
American Home Products Corp.	$ 912,622
Louis Philippe, $133,644	
Edna Wallace Hopper Cosmetics, $235,174	
Anacin, $469,321	
Kolynos, $74,483	
American Oil Co.	$ 469,393
American Tobacco	$1,074,751
Half and Half Tobacco, $201,695	
Lucky Strike Cigarettes, $873,056	
Atlantic Refining Co.	$ 13,784
Axton-Fisher Tobacco Co.	$ 30,727
Bathasweet Corp.	$ 19.222
Beneficial Management Corp.	$ 20.735
Best Foods	$ 119,023
Bowey's	$ 135,567
Brown & Williamson Tobacco Corp.	$1,158,722
California Fruit Growers Exchange	$ 348.363
Campana Sales Co.	$ 371.042
Campbell Soup Co.	$4,044,389
Soup, Juice, Beans, $2.814,427	
Franco American Spaghetti and Macaroni, $699.914	
Tomato Juice, $422,988	
Soups, $107,060	
Chamberlain Labs.	$ 18.829
Chesebrough Mfg. Co.	$ 415.345
Chocolate Products Co.	$ 3.278
Chrysler Corp.	$ 986.049
Coca-Cola Co.	$ 44.510
Colgate-Palmolive-Peet Co.	$3,368,706
Dental Products, $866.967	
Shaving Cream, $334.271	
Halo, Cashmere Bouquet, $296,021	
Cue, $194,288	
Palmolive Soap, $670,910	
Octagon, $338.456	
Super Suds, $667,793	
Colonial Dames Inc.	$ 17.403
Columbia Recording Corp.	$ 32.995
Commercial Credit Co.	$ 209.067
Continental Baking Co.	$ 908.404
Corn Products Refining Co.	$ 566.121
Kremel and Linit, $158,895	
Linit, $99.666	
Argo, $102.470	
Karo, $102.540	
Mazola, $102.550	
Cudahy Packing Co., $368,199	
Ethyl Gasoline Corp.	$ 262.590
Eversharp Inc.	$ 231.403
Fels & Co.	$ 79.575
Florida Citrus Commission	$ 132.153
Ford Motor Co.	$ 944.638
General Foods Corp.	$4,092,519
Calumet, Swansdown, $986,340	
Diamond Salt, $72.890	
Grapenuts, $861.135	
LaFrance, Satina, $288 858	
Minute Tapioca, $192.280	
Post 40% Bran Flakes, $434.596	
Maxwell House Coffee, $106,717	
Post Toasties, $327,908	
Postum, $241.914	
Sanka, $488.381	
Grapenuts Flakes, $91,500	
General Mills	$ 643.917
Wheaties, $418.378	
Corn Kix, $75.568	
Cold Medal Flour, $97.684	
Sperry (Wheaties), $57.287	
General Petroleum Corp. of Calif.	$ 8.896
D. Ghiradelli Co.	$ 3.912
Gillette Safety Razor Co.	$ 268.294
Great Atlantic & Pacific Tea Co.	$ 8.993
Gulf Oil Corp.	$ 459.113
Hawaiian Pineapple Co.	$ 136.495
Holland Furnace Co.	$ 6.026
H. P. Hood & Sons	$ 2,20
George A. Hormel & Co.	$ 305,640
International Silver Co.	$ 302,000
Knox Gelatine Co., Inc.	$ 7,566
Lady Esther Co.	$ 517,795
The Lambert Co.	$ 383,461
Langendorf United Bakeries	$ 11,667
Lehn & Fink Products Corp.	$ 221,424
Lever Brothers Co.	$3,056,922
Spry, $650,802	
Rinso, $1,954,475	
Lux Toilet Soap, $842,138	
Lifebuoy, $209,507	
Libbey-Owen-Ford Glass Co.	$ 111,060
Liggett & Myers Tobacco Co.	$1,424,327
Chesterfields, $1,332,833	
Velvet Tobacco, $91,494	
Thomas J. Lipton	$ 150,149
P. Lorillard Co.	$ 19,008
Los Angeles Soap Co.	$ 99,849
White King Soap, $82,897	
Sierra Pine Toilet Soap, $16,952	
Luden's Inc.	$ 3,749
Mennen Co.	$ 106,010
Philip Morris & Co.	$ 855,149
National Lead Co.	$ 39,129
Nehi Corp.	$ 334,836
Noxzema Chemical Co.	$ 1,704
Paramount Pictures Inc.	$ 8,858
Peter Paul Inc.	$ 14,684
Penn Tobacco Co.	$ 408,237
Pepsi-Cola Co.	$ 165,212
Pet Milk Sales Corp.	$ 713,883
Planters Nut & Chocolate Co.	$ 12,283
Procter & Gamble Co.	$2,239,964
Drene, $107,210	
Teel and Drene, $316,295	
Ivory, $459.606	
Teel, $183.327	
Crisco, $430,041	
Chipso, $326,468	
Oxydol, $317,020	
Camay, $99,997	
Prudential Insurance Co.	$ 724,655
Pure Oil Co.	$ 98,024
Purity Bakeries Service Corp.	89,985
R. J. Reynolds Tobacco Co.	$1,084,619
Rio Grande Oil	$ 3,510
Sealtest	$ 158,340
Sinclair Refining Co.	$ 185,864
Smith Brothers	$ 8,802
E. R. Squibb & Sons	$ 5,061
Stephano Brothers	$ 55,857
Sterling Products	$ 874,146
Bayer Aspirin, $412,168	
Ironized Yeast, $461,978	
Texas Co.	$ 911,471
Tidewater Associated Oil Co.	$ 16,080
Union Oil Co.	$ 19,975
U. S. Tobacco Co.	$ 400,103
F. B. Washburn Candy Corp.	$ 4,890
Wilmington Transportation Co.	$ 17,707
Wm. Wrigley Jr. Co.	$1,368,224
Political Advertisers	$ 535,406
GRAND TOTAL	$41,025,549

MBS Gross Billings

Wander Co.	$ 526.026
Bayuk Cigars	510,949
Gospel Broadcasting Assn	402,232
General Cigar Co.	343,681
Macfadden Publications	199.094
Richfield Oil Corp.	197,388
General Baking Co.	184,221
American Safety Razor Corp.	158,857
Lutheran Laymen's League	127.466
Wheeling Steel Corp.	123,556
Gillette Safety Razor Co.	116,731
Carnation Co.	99,852
Ironized Yeast Co.	99,173
Cudahy Packing Co.	95,740
White Laboratories	94,265
American Economic Foundation	72,415
D. L. & W. Coal Co.	70,347
Illinois Meat Co.	68,940
R. B. Semler Inc.	51,395
American Tobacco Co.	50,892
Philip Morris & Co.	48,195
United Air Lines	42.150
Mennen Co.	40,344
Griffin Mfg. Co.	40,291
Howard Clothes	40.168
Peter Paul Inc.	27,858
National Refining Co.	26,975
V. La Rosa & Sons	26.025
Bell & Co.	22,376
Young Peoples Church of the Air	19.189
American Bird Products Co.	18,054
Hartz Mountain Products Co.	17.148
Philco Radio & Television Corp.	15,000
Moody Bible Institute	14,370
Paul F. Beich Co.	13,657
Detrola Corp.	13,472
Fidelio Brewery	11,890
John B. Canepa Co.	10,847
Paramount Pictures	5,331
William Demuth & Co.	4,440
Detroit Bible Class	2,576
Nat'l Conference of Prayer & Evangelism	3,987
Swift & Co.	2,003
Maltex Co.	1,346
El Paso County Board of Development	1,086
Political	293,898
Cooperative	411,168
GRAND TOTAL	$4.767,054

HOW RADIO FILLS ASCAP'S COFFERS

FOLLOWING is a tabulation, gleaned from various official and industry sources, indicating the rise in payments by the broadcasting industry to ASCAP from 1923 through 1940, in relation to ASCAP'S total income during those years:

Year	*Estimated Gross Broadcasting Industry*	*ASCAP Income from Radio*	*ASCAP Total*
1923		$ 9,750	$ 448,468
1924		34,725	561,427
1925		130,018	772,336
1926		276,820	1,062,619
1927	$ 4,820,000	450,750	1,359,766
1928	14,100,000	508,984	1,580,694
1929	26,800,000	666,983	1,803,164
1930	40,500,000	867,501	2,043,791
1931	56,000,000	833,496	2,004,496
1932	61,900,000	865,425	2,013,787
1933	57,000,000	1,482,000	3,000,000
1934	72,887,000	2,081,000	3,550,000
1935	87,524,000	2,680,406	4,000,000
1936	107,551,000	3.280,000	4.450,000
1937	144,142,000	3,878,752	5.926,942
1938	150,118,000	3,845,206	6.087.351
1939	171,114,000	4.300,000	6.950,000
1940	207,956,000	*5,160,000	Unavailable

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* Estimate based conservatively on 1940 dollar volume of broadcasting industry.

DIRECT ROUTE TO THE BEST MARKET IN THE WHOLE UNITED STATES

WTIC offers you a direct route to Connecticut and the rest of Southern New England—the richest market in the whole United States. And that's not just talk. Sales Management in its September 1940 issue gave the cold, hard facts concerning this rich industrial and farming community.

For example, the per family annual effective buying income for Connecticut is estimated at $3,423.00, the highest of any of the United States and 39% above the national average. And all indications point to an even greater figure during the coming year.

What does all this mean? It means 39% more cash response to your advertising.

The impact of 50,000 Watts and the authority of more than 15 years as the favorite station of Southern New England makes WTIC the direct route for your sales message in this rich market.

WTIC 50,000 WATTS

A *"MUST"* FOR A BIG JOB IN THE BIG SOUTHERN NEW ENGLAND MARKET

The Travelers Broadcasting Service Corporation, Member NBC Red Network and Yankee Network

Representatives: Weed & Company, New York, Chicago, Detroit, San Francisco

Major Networks' Gross Billings by Agencies: 1940

NBC Billings by Agencies

Blackett-Sample-Hummert	$ 9,564,419
Compton Advertising	4,392,855
J. Walter Thompson Co.	2,972,116
Lord & Thomas	2,454,059
Young & Rubicam	2,134,921
Pedlar & Ryan	1,950,503
Newell-Emmet Co.	1,936,810
Russell M. Seeds Co.	1,920,143
Benton & Bowles	1,749,591
Ruthrauff & Ryan	1,604,674
Lennen & Mitchell	1,560,537
Stack-Goble Adv. Agency	1,460,784
Wade Adv. Agency	1,393,382
BBDO	1,164,534
Knox Reeves Adv. Inc.	1,142,878
Wm. Esty & Co.	1,042,990
H. W. Kastor & Sons Adv. Co.	990,143
Erwin, Wasey & Co.	725,640
Biow Co.	707,946
Roche, Williams & Cunnyngham	676,712
Needham, Louis & Brorby	633,512
L. W. Ramsey Co.	557,684
Grant Advertising Co.	544,714
Fuller & Smith & Ross	503,592
Sweeney & James Co.	492,842
N. W. Ayer & Son	406,308
McCann-Erickson	386,676
Warwick & Legler	378,402
McKee & Albright	346,105
Henri, Hurst & McDonald	335,724
Gardner Advertising Co.	319,004
Wm. H. Rankin Co.	313,010
J. M. Mathes Inc.	310,933
Maxon Inc.	295,966
Leo Burnett Co.	259,679
Hutchinson Advertising Co.	230,424
Sherman & Marquette	225,388
Glicksman Adv. Co.	217,772
Hixon-O'Donnell Adv.	201,137
Geyer, Cornell & Newell	169,628
Beaumont & Hohman	168,028
Kenyon & Eckhardt	126,564
Westco Adv. Agency	123,449
C. W. Hoyt Co.	123,280
Buchanan & Co.	118,238
Franklin Bruck Adv. Corp.	114,680
Wm. Blair Baggley	93,479
Brisacher, Davis & Staff	92,566
McJunkin Adv. Co.	82,046
Sherman K. Ellis & Co.	76,244
Byer & Bowman Adv. Agency	75,048
Clements Co.	69,887
National Classified Adv. Agency	67,836
Barton A. Stebbins Adv. Agency	61,212
Fitzgerald Adv. Agency	48,924
M. M. Fischer Associates	40,718
Tomaschke-Elliott	36,208
Leeford Advertising Agency	34,112
Long Advertising Service	33,264
Leon Livingston Adv. Agency	31,320
Morse International	29,543
Cramer-Krasselt Co.	26,600
Campbell Ewald Co.	21,752
Botsford, Constantine & Gardner	20,428
Charles R. Stuart	16,844
Critchfield & Co.	16,364
Aubrey, Moore & Wallace	16,224
Nachman-Rhodes	16,019
W. W. Garrison Agency	11,670
The Caples Co.	11,310
Al Paul Lefton Co.	8,131
Grady & Wagner Co.	7,788
Weill & Wilkins	6,580
Albert Guenther-Frank Law	4,488
Joseph Katz Co.	3,320
Lisle Sheldon Agency	2,910
M. H. Hackett Inc.	2,670
Wood, Brown & Wood	1,944
Cesanna & Associates	1,928
Lowe Features	1,435
Wm. A. Ingoldsby Co.	600
Walter Barusch Adv. Agency	296
Glasser Adv. Agency	212
Direct	142,704
GRAND TOTAL	$50,663,000

NETWORK BILLINGS BY AGENCIES: 1940
Ranked in Order of Combined Gross Billings By NBC, CBS and MBS

Blackett-Sample-Hummert	$12,108,788
Benton & Bowles	7,678,574
Young & Rubicam	6,497,166
Ruthrauff & Ryan	6,343,379
Compton Advertising	5,282,502
J. Walter Thompson	4,572,235
Lord & Thomas	3,779,806
Newell-Emmett Co.	3,526,349
Ward Wheelock Co.	3,344,475
BBDO	3,411,767
Pedlar & Ryan	2,880,022
William Esty & Co.	2,652,805
Russell M. Seeds Co.	1,920,143
Biow Co.	1,850,340
H. W. Kastor & Sons Adv. Co.	1,603,328
Lennen & Mitchell	1,579,545
Knox Reeves Adv. Agency	1,556,256
N. W. Ayer & Son	1,495,547
Stack-Goble Adv. Agency	1,460,784
Wade Adv. Agency	1,393,382
Erwin, Wasey & Co.	1,053,807
Buchanan & Co.	1,043,898
Neisser-Meyerhoff	1,029,601
Gardner Adv. Co.	1,023,737
Roche, Williams & Cunnyngham	968,743
McCann-Erickson	863,506
Maxon, Inc.	676,991
Needham, Louis & Brorby	633,512
Arthur Kudner	611,766
L. W. Ramsey Co.	576,513
C. L. Miller Co.	566,121
Grant Adv. Co.	544,714
McKee & Albright	519,445
Ivey & Ellington	510,949
Fuller, Smith & Ross	503,592
Sweeney & James Co.	492,842
Joseph Katz & Co.	472,713
Federal Adv. Agency	423,428
R. H. Alber Co.	421,421
Aubrey, Moore & Wallace	387,266
Lambert & Feasley	383,463
Warwick & Legler	378,402
Leo Burnett Co.	357,703
Sherman & Marquette	341,923
Henri, Hurst & McDonald	335,724
William H. Rankin	320,978
J. M. Mathes, Inc.	314,682
Sherman K. Ellis & Co.	297,916
Hutchinson Adv. Co.	230,424
Glicksman Adv. Co.	217,772
William Blair Baggley	214,818
O'Dea, Sheldon & Cannady	209,067
Hixson-O'Donnell Adv.	204,647
Westco Adv. Agency	178,486
Geyer, Cornell & Newell	174,689
Beaumont & Hohman	168,028
H. M. Kiesewetter Adv. Agency	165,576
Critchfield & Co.	154,290
Sorenson & Co.	135,567
Kenyon & Eckhardt	134,130
Kelly, Stuhlman & Zahrndt	127,466
C. W. Hoyt Co.	123,280
Franklin Bruck Adv. Corp.	114,680
Raymond R. Morgan Co.	112,132
U. S. Adv. Corp.	111,050
Brisacher, Davis & Staff	107,250
Campbell-Mithun	89,985
McJunkin Adv. Co.	82,046
Byer & Bowman Adv. Agency	75,048
Byles-Kerr Co.	72,415
Clements Co.	69,887
National Classified Adv. Agency	67,836
Barton A. Stebbins Adv. Agency	61,212
Aitkin-Kynett Co.	55,857
Fitzgerald Adv. Agency	48,924
D'Arcy Adv. Co.	44,510
Leon Livingston Adv. Agency	42,987
M. M. Fischer Associates	40,718
Redfield-Johnstone	40,648
Bermingham, Castelman & Pierce	40,291
Tomaschke-Elliott	36,208
Leeford Adv. Agency	34,112
Lord Adv. Service	33,264
Weiss & Geller	30,727
Morse International	29,543
Platt-Forbes	27,858
Cramer-Krasselt Co.	26,600
Commercial Radio Service Adv. Agency	26,025
Anderson, Davis & Platte	22,376
Campbell Ewald Co.	21,752
Botsford, Constantine & Gardner	20,428
Weston-Barnett	18,054
Glasser Adv. Agency	17,615
George H. Hartman Co.	17,148
Charles Stuart	16,844
Nachman Rhodes	16,019
Boss-Tuckoff	13,472
Dillingham, Livermore & Durham	11,880
W. W. Garrison Agency	11,670
The Caples Co.	11,310
J. Ed Long Adv.	10,847
Al Paul Lefton Co.	9,988
Gillham Adv. Agency	9,150
Paris & Peart	8,993
Smith & Drum	8,896
J. D. Tarcher & Co.	8,802
Grady & Wagner Co.	7,788
Weill & Wilkins	6,580
Walter Barusch Adv. Agency	6,206
Harold Cabot & Co.	6,129
Bennett, Wather & Menadier	4,890
Albert Guenther-Frank Law	4,488
Gray Adv. Agency	4,440
Ray Davidson	3,408
McCord Co.	3,278
Lisle Sheldon Agency	2,910
Van Sant, Dugdale & Co.	2,691
M. H. Hackett, Inc.	2,670
Aircasters, Inc.	2,576
Cesanna & Associates	2,314
Wood, Brown & Wood	1,944
Lowe Features	1,435
Harry M. Frost Co.	1,430
Samuel C. Croat Co.	1,346
Neithoff & White	1,086
Bernard F. Astreicher Adv.	800
William A. Ingoldsby Co.	600
Callaway Associates	320
Badger & Browning	214
Political	293,898
Cooperative	410,688
Direct	473,628
TOTAL	$96,455,603

MBS Billings by Agencies

Blackett-Sample-Hummert Inc.	$ 584,766
Ivey & Ellington	510,949
R. H. Alber Co.	421,421
Erwin, Wasey & Co.	270,831
J. Walter Thompson Co.	266,977
Federal Advertising Agency	237,564
Sherman K. Ellis Inc.	221,672
BBDO	184,221
Ruthrauff & Ryan	169,520
Critchfield & Co.	137,926
Kelly, Stuhlman & Zahrndt	127,466
Maxon Inc.	116,731
William Esty & Co.	94,265
Arthur Kudner Inc.	79,510
Bayless-Kerr Co.	72,415
Neisser-Meyerhoff	68,940
N. W. Ayer & Son	55,807
Lord & Thomas	50,892
Biow Inc.	48,195
H. M. Kiesewetter Adv. Agency	40,344
Redfield-Johnstone	40,648
Bermingham, Castelman & Pierce	40,291
Roche, Williams & Cunnyngham	37,000
Platt-Forbes	27,858
Commercial Radio Service Adv. Agency	26,025
Anderson, Davis & Platte	22,376
Weston-Barnett	18,054
George H. Hartman Co.	17,148
McKee & Albright	15,000
Bass-Luckoff	13,472
Dillingham, Livermore & Durham	11,880
J. Ed Long Adv.	10,847
Buchanan & Co.	5,331
Gray Adv. Agency	4,440
Van Sant, Dugdale & Co.	2,691
Aircasters Inc.	2,576
Samuel C. Croot Co.	1,346
Neithoff & White	1,086
Political	293,898
Direct	3,987
Cooperative	410,688
GRAND TOTAL	$4,767,054

CBS Billings by Agencies

Benton & Bowles	$ 5,928,983
Ruthrauff & Ryan	4,569,185
Young & Rubicam	4,362,245
Ward Wheelock Co.	3,344,475
BBDO	2,063,012
Blackett-Sample-Hummert	1,959,603
Newell-Emmett Co.	1,589,539
William Esty & Co.	1,515,550
J. Walter Thompson Co.	1,333,142
Lord & Thomas	1,274,855
The Biow Co.	1,094,199
N. W. Ayer & Son	1,033,432
Neisser-Meyerhoff	960,661
Pedlar & Ryan	929,519
Buchanan & Co.	920,329
Compton Adv.	889,647
Gardner Adv. Co.	704,733
H. W. Kastor & Sons Adv. Co.	613,185
C. L. Miller Co.	566,121
Arthur Kudner	532,256
McCann-Erickson	476,830
Joseph Katz Co.	469,393
Knox Reeves Adv.	413,378
Lambert & Feasley	383,463
Aubrey, Moore & Wallace	371,042
Maxon Inc.	264,294
Roche, Williams & Cunnyngham	255,031
O'Dea, Sheldon & Canady	209,067
Federal Adv. Agency	185,864
McKee & Albright	158,340
Sorensen & Co.	135,567
H. M. Kiesewetter Adv. Agensy	125,232
Wm. Blair Baggley Agency	121,339
Sherman & Marquette	116,535
Raymond R. Morgan Co.	112,132
U. S. Adv. Corp.	111,050
Leo Burnett Co.	98,024
Campbell-Mithun	89,985
Erwin Wasey & Co.	57,336
Aitkin-Kynett Co.	55,857
Westco Adv. Agency	55,037
D'Arcy Adv. Co.	44,510
Weiss & Geller	30,727
Lennen & Mitchell	19,008
L. W. Ramsey Co.	18,829
Glasser Adv. Agency	17,403
Brisacher, Davis & Staff	14,684
Leon Livingston Adv. Agency	11,667
Gillham Adv. Agency	9,150
Paris & Peart	8,993
Smith & Drum	8,896
J. D. Tarcher & Co.	8,802
Wm. H. Rankin Agency	7,968
Kenyon & Eckhardt	7,566
Harold Cabot & Co.	6,129
Walter Barusch	5,910
Geyer, Cornell & Newell	5,061
Bennett, Walther & Menadier	4,890
J. M. Mathes	3,749
Hixson-O'Donnell Adv.	3,510
McCord Company	3,278
Ray Davidson	3,408
Al Paul Lefton Co.	1,857
Harry M. Frost Co.	1,430
Bernard F. Ostreicher Adv.	800
Cesana & Associates	386
Callaway Associates	320
Badger & Browning	214
Direct	326,937
GRAND TOTAL	$41,025,549

KSD

THE DISTINGUISHED BROADCASTING STATION

First in St. Louis To Establish a Rigid Protection to Listeners Against the Unworthy

Proved Listener Preference

In sixteen nation-wide voting contests to determine the most popular programs and stars on the air, KSD has led all other St. Louis stations in the voting for listener preferences. The first of these polls was held in 1935 and the last in 1940.

NBC RED Network Exclusive St. Louis Outlet

The Network Listened to by Most Persons Most of the Time

Current Advertisers

BOND CLOTHING
PROCTOR & GAMBLE
FOLGER COFFEE
KROGER
MT. VALLEY WATER
AMERICAN DAIRY ASSN.
GROVE'S BROMO QUININE
BEICH CANDY
OVALTINE
NATIONAL REFINING
ST. JOSEPH'S ASPIRIN
BAUME BENGUE
CUTICURA
LEA & PERRINS
AMERICAN SAFETY RAZOR
LIBERTY MAGAZINE
KREML HAIR TONIC
BAYUK PHILLIES
BEAUMONT LABORATORIES
GLOBE-DEMOCRAT
DEWKIST FOODS
PURITY BAKING
PEVELY DAIRY
WHEELING STEEL
SLACK FURNITURE
WHITE LABORATORIES
FALSTAFF BREWING
AUTO CLUB OF MO.
ILLINOIS MEAT CO.
VESS BEVERAGES
CHEVROLET DEALERS
ORANGE CRUSH

Current Programs

Gabriel Heatter
Sam Balter
Wythe Williams
Double or Nothing
Superman
American Forum of the Air
Capt. Midnight
Chicago Symphony
Dorothy Thompson
Chicago Civic Opera
Philadelphia Symphony
Laugh N Swing Club
Fulton Lewis
The Shadow
Raymond Gram Swing
Play Broadcast
Ned Jordan
BBC News from England
Sports by Johnny O'Hara & Johnny Neblett
Raymond Scott
"I Want a Divorce"
Show of the Week
Alfred Wallenstein
Dick Jurgens
Phil Harris
United Press News
Gospel Singer
Helen Adams
Mandrake the Magician
Judy & Jane
Life of Mary Sothern
Carol Gay
Sammy Kay
Peter Quill
Ray Dady
Hal Kemp
Rolla Coughlin's Orchestra
Richard Himber
Guy Lombardo
School of the Air
Ray Noble's Orchestra
Al Sarli

ST. LOUIS
KWK

THOMAS PATRICK, Inc.
HOTEL CHASE **ST. LOUIS**

Represented Nationally by
PAUL H. RAYMER CO.

Exclusive **MUTUAL BROADCASTING SYSTEM** *in St. Louis*

Program Popularity In 1940

By A. W. LEHMAN

Manager, Cooperative Analysis of Broadcasting (CAB)

A REVIEW of the year's changes in rank of the ten leading programs made by the Cooperative Analysis of Broadcasting revealed but three shows among the first ten in December, 1940, that weren't among them in the last month of 1939. The newcomers were *The Aldrich Family*, *Kay Kayser* and *One Man's Family*. The programs which dropped from the ranks of the leaders to make room for them were *Kraft Music Hall*, *Fitch Bandwagon*, and *Pot o' Gold*. This relative consistency contrasted with the record of the previous year when there were five newcomers among the first ten.

New Leader

In December, 1940, the two leading programs were the same as a year earlier, but they had changed places. *Chase & Sanborn*, after changing from a full hour to a half-hour yielded the leadership to *Jack Benny* by a small margin. In third place were *Fibber McGee & Molly* who, in the preceding year, had risen sensationally from 16th to fourth spot. *Lux Radio Theatre* held fourth place at the close of 1940, having dropped from third place in the twelvemonth. Next was *Bob Hope* who rose from seventh to fifth. He had been one of the newcomers of 1939.

Most sensational of the novices of 1940 was the *Aldrich Family*, which wound up in sixth position after being in 40th place a year earlier. *Kate Smith* continued to do well during the year following her appearance among the charmed circle of ten in 1939 for the first time in her long career. In December, 1940, she ranked seventh. Eighth place was captured by *Major Bowes*, marking his sixth consecutive year among the leaders. He had placed sixth in December, 1939. Another new face, *Kay Kyser*, took ninth place. He ranked 12th a year before. *One Man's Family* finally joined the leaders in mid-season, placing tenth compared with 13th twelve months earlier.

None of the three programs which failed to hold the pace left the air. They were merely too hard pressed. Between December, 1939, and December, 1940, *Kraft Music Hall* fell from fifth to 12th place, *Fitch Bandwagon* from eighth to 11th and *Pot o' Gold* from tenth to 57th. The career of the latter show had been decidedly meteoric.

I—Distribution of Sponsored Network Evening Programs According to Ratings

Month of December

Rating	*1940*		*1939*		*1938*	
(% of set owners)	*No. of Programs*	*% of Total*	*No. of Programs*	*% of Total*	*No. of Programs*	*% of Total*
40.0 and over	1	0.9	1	1.0	1	1.1
35.0 - 39.9	1	0.9	1	1.0	1	1.1
30.0 - 34.9	3	2.7	0	0.0	0	0.0
25.0 - 29.9	4	3.6	3	3.1	2	2.2
20.0 - 24.9	7	6.3	7	7.2	4	4.3
15.0 - 19.9	14	13.1	10	10.3	12	13.0
10.0 - 14.9	41	38.2	28	28.9	22	23.9
5.0 - 9.9	30	28.0	36	37.2	36	39.2
0.0 - 4.9	7	6.3	11	11.3	14	15.2
Total	108	100.0	97	100.0	92	100.0

In 1940 most of the gaps that had been previously noted among the ten leaders' ratings had been closed or considerably lessened. The two leaders still had a comfortable lead over the third place show, but it no longer appeared insurmountable. Any of the remaining seven shows could easily gain a rung or two within the space of a month.

Meaning of Table I

Table I is based on December, 1940, 1939 and 1938 and shows the distribution of sponsored, evening, network programs according to their ratings. Several trends observed in 1939 apparently continued. The amount of listening increased. Cutting of several leading programs in half made more good time available, lessened competition for the listener's ear at certain choice hours, thus bringing about a larger number of well rated programs.

The art of programming and of time and station selection continued on a high plane aided to a large degree by improvements made during the year in the CAB. Upon this and other fact-finding organizations, sponsors and their agents lean heavily. The hunger for news which was noted a year ago continued unabated and as the war developed from a Sitzkrieg into a true Blitzkrieg the public turned more and more to the radio for latest reports. There is considerable indirect evidence that the vast amount of listening to news programs accounted for many mentions for programs immediately preceding or following them.

The Ten Leaders

In December, 1940, the ten leading evening programs were:

1. Jack Benny
2. Chase & Sanborn
3. Fibber McGee and Molly
4. Lux Radio Theatre
5. Bob Hope
6. The Aldrich Family
7. Kate Smith Hour
8. Major Bowes Amateur Hour
9. Kay Kyser
10. One Man's Family

II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1940

	Dec.	*Nov.*	*Oct.*	*Sept.*	*Aug.*	*July*	*June*	*May*	*April*	*Mar.*	*Feb.*	*Jan.*
Jack Benny	1	1	1	NB	NB	NB	NB	2	1	1	1	1
Chase & Sanborn	2	2	2	1	NB	NB	1	1	2	2	2	2
Fibber McGee	3	4	4	NB	NB	NB	5	5	3	3	4	4
Lux Radio Theatre	4	3	3	2	NB	NB	2	6	4	5	3	5
Bob Hope	5	5	5	NB	NB	NB	NB	4	9	6	7	8
Aldrich Family	6	12	11	6	8	5	*	25	26	27	24	34
Major Bowes	8	7	7	4	1	1	3	8	6	9	10	11
Kay Kyser	9	11	13	5	2	3	7	7	8	10	9	6
One Man's Family	10	8	9	3	4	6	3	10	7	7	8	10
Kraft Music Hall	12	17	20	12	5	2	8	3	5	4	5	3
Your Hit Parade	19	(a)	(a)	7	3	4	10	12	15	18	18	16

NB—Off the Air. *—Changed Network. (a)—Not rated because of cancellations for political speeches.

Popularity Shifts in 1940

During the year 1940, *Jack Benny* was on the air eight months. Most of that period he ran a nip and tuck race for first place with the *Chase & Sanborn* program, but yielded only in May. He had jumped ahead slightly in January when *Chase & Sanborn* changed from a full hour to a half hour. At the year end, Benny was pulling away a bit.

Chase & Sanborn, off the air only in July and August, was consistently in second place except for May and two months of June and September when Benny was off the air. In those months the show captured top position. The May achievement was probably aided by the advent of daylight saving. It is interesting to speculate on what would have happened if both shows had remained during the entire summer.

Fibber McGee was quite consistent, starting at fourth in January and February, third in March and April, dropping to fifth in May and June. He and Molly returned from vacation to take fourth place again in October and November and rose to third once more in December.

They Fluctuate

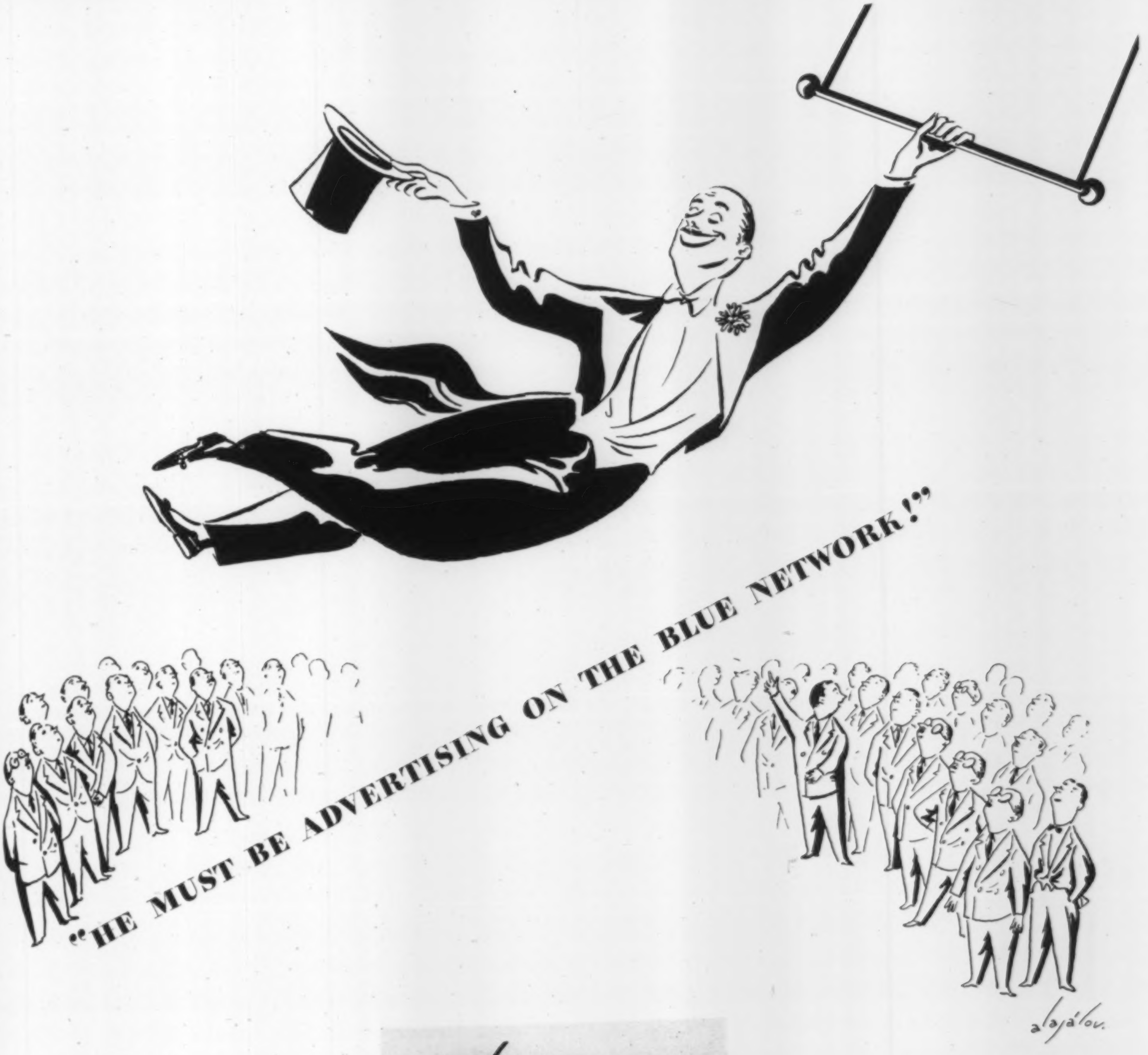
Lux Radio Theatre fluctuated with the popularity of its stars and plays. Its course was as follows: Fifth in January, third in February, fifth in March, fourth in April, sixth in May, second in June, off the air in July and August, second in September, third in October and November and fourth in December.

Bob Hope gained substantially during the year. He ran eighth in January, seventh in February, sixth in March, ninth in April, fourth in May and after a long vacation, ran fifth in the last three months of the year.

The *Aldrich Family* was highly unstable and skyrocketed during the course of the year. It evidently gained from a shift in network and from remaining on the air during the summer, thereby gaining audibility. Other shows in the past have also come into their own during the summer, such as *One Man's Family*, *The Hit Parade*, and *Kay Kyser*. The *Aldrich Family* started the year in 34th position, then ran 24th, 27th, 26th, 25th. The show was not rated for June, due to time and network changes, but showed up in fifth place in July. The last two weeks in June, the Aldriches had been in Jack Benn's spot, which may have had something to do with the sudden jump in the rating. Then they ran eighth, sixth, 11th, 12th and made a remarkable spurt to take sixth in December.

Major Bowes showed flashes of

(*Continued on page 26*)


"HE MUST BE ADVERTISING ON THE BLUE NETWORK!"
alajálov.

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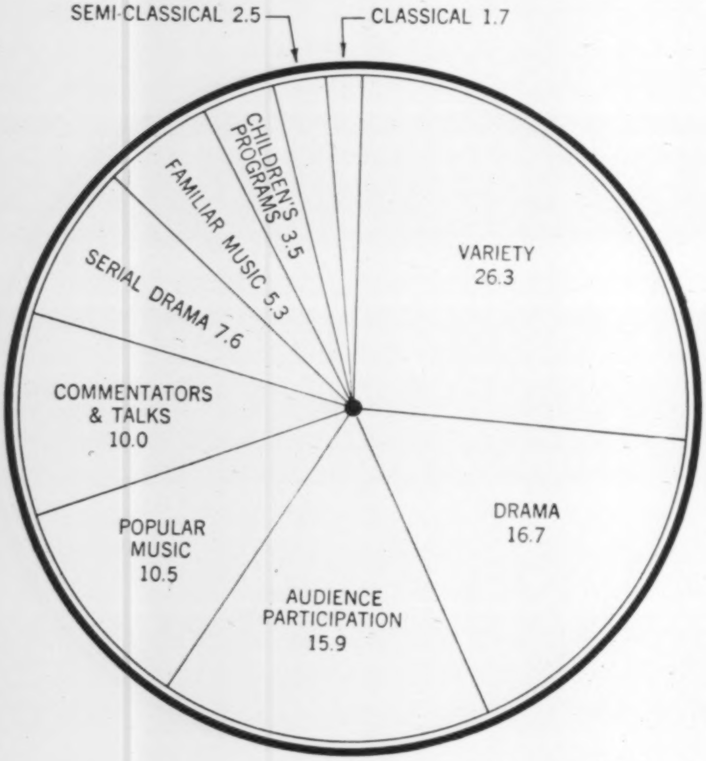
NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

III—Division of Commercial Network Time By Program Types: Evening Programs

(October, 1939—April, 1940)

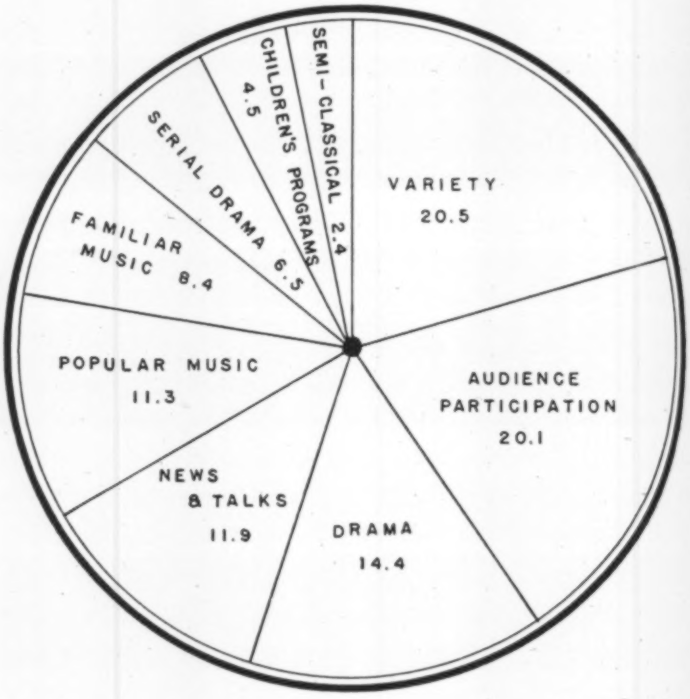


Type of Program	*Ratings*		*Range*		*No. of Programs*	*Amount of Time on the Air*	
	Average	*Rank*	*Low*	*High*		*% of Time*	*Rank in % of Time*
Variety	15.7	1	2.4	40.6	33	26.3	1
Classical	12.8	2	--	---	1	1.7	10
Drama	12.7	3	6.2	29.5	23	16.7	2
Serial Drama	12.5	4	7.4	23.6	7	7.6	6
Audience Participation	11.4	5	1.8	24.4	20	15.9	3
Children's Programs	11.1	6	10.3	12.5	3	3.5	8
Semi-Classical	10.0	7	9.9	10.2	2	2.5	9
Popular Music	9.0	8	3.0	21.4	15	10.5	4
Familiar Music	8.0	9	2.4	11.5	7	5.3	7
Commentators and Talks	6.3	10	1.5	17.3	9	10.0	5

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs five times a week rate as 1¼ hours per week, 15-minute programs 3 times a week ¾ hour, etc.

IV—Division of Commercial Network Time By Program Types: Evening Programs

(May to September, 1940)



Type	*Ratings*		*Range*		*No. of Programs*	*Amount of Time on the Air*	
	Average	*Rank*	*Low*	*High*		*% of Time*	*Rank in % of Time*
Variety	12.6	1	1.3	29.2	30	20.5	1
Drama	9.9	2	2.2	25.8	21	14.4	3
Aud. Particip.	8.5	3	2.1	20.9	27	20.1	2
Serial Drama	8.5	3	4.4	18.9	6	6.5	7
Popular Music	8.1	5	3.4	16.5	12	11.3	5
Familiar Music	7.1	6	3.6	9.5	9	8.4	6
Semi-Classical	7.1	6	6.4	7.7	3	2.4	9
Children's Programs	6.5	8	5.7	7.3	3	4.5	8
Commentators, News and Talks	5.4	9	1.7	14.5	10	11.9	4

(*Continued from page 24*)

his old-time form. He started the year a poor eleventh, rose to tenth in February, ninth in March and sixth in April, dropped back to eighth in May but was in the money in third spot in June. With the first five shows enjoying vacations in July and August, the clock was turned back to 1937 when the Major consistently led the parade. He passed *One Man's Family* and *Kraft Music Hall* which had been ahead of him earlier in the year. With the return of three of the leaders in September, the Major placed fourth then, taking seventh in October and November and eighth in December.

Kay Kyser was in and out of the leaders throughout the year. Month by month he ran as follows: Sixth, ninth, tenth, eighth, seventh, seventh, third, second, fifth, 13th, 11th, ninth.

One Man's Family was consistently among the leaders for the first time in a long career. After starting at tenth, the show placed eighth, seventh, seventh, tenth, third, sixth, fourth, third, ninth, eighth, tenth.

Kraft Music Hall started at a strong third in January, winding up much lower in the fall. After January the month-by-month record, was fifth, fourth, fifth, third eighth, second, fifth, 12th, 20th, 17th, 12th. In the first part of the year the show had little competition but in July it changed to the spot opposite *Major Bowes*. Bing Crosby was absent from the middle of August to the middle of November.

Your Hit Parade was among the leaders only during the summer months, placing tenth in June, fourth in July, third in August and seventh in September. The rest of the time it ranged from 12th to 19th. This show has always been subject to extreme fluctuations.

Leading Daytime Programs

The leading daytime shows in December, 1940 were:

1. Ma Perkins
2. Pepper Young's Family
3. Vic and Sade
4. Life Can Be Beautiful
5. The Woman in White
6. Mary Marlin
7. Right To Happiness
8. Stella Dallas
9. Our Gal Sunday
10. Road of Life

In December, 1939, the ten daytime leaders had been:

1. Ben Bernie
2. Ma Perkins
3. Hobby Lobby
4. Pepper Young's Family
5. Vic and Sade
6. The Guiding Light
7. Mary Marlin
8. The Woman in White
9. Stella Dallas
10. Goldbergs
10. Road of Life

Perhaps most interesting is the fact that all ten leaders this past December were five-a-week quarter-hour serials. None of the Saturday or Sunday half-hour shows of various descriptions could make the grade. Truly significant of the grip of these homely serials is their consistency year in and year out. The old stand-bys keep about the same rank year after year despite the fact that ratings of daytime programs are more closely bunched. Also of interest is the fact that a

(*Continued on page 28*)

When you think of

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The greatest Selling POWER

in the South's greatest city

Columbia Broadcasting System Affiliate

National Representative — The Katz Agency

(*Continued from page 26*)

single manufacturer, Procter & Gamble, pioneers in presenting multiple daytime serials, sponsored the first seven as well as the tenth ranking show.

Newcomers to the first ten were three in number, *Life Can Be Beautiful* (which did amazingly well to attain fourth place), *Right to Happiness* and *Our Gal Sunday*. Leaders of December 1939 but not 1940 were *Ben Bernie* who changed to an evening hour, *Hobby Lobby* which left the air and the *Goldbergs*.

Taking only the serial dramas for the month of December, *Ma Perkins* has led for the past three years, *Pepper Young's Family* placed second in 1939 and 1940, *Vic & Sade* third in both years and *Road to Life* tenth in both years.

Sets in Use

The percentage of sets in use at some time during the day had fluctuated very little for some years before the outbreak of present hostilities abroad. For the period from October, 1935, to April, 1940, the low point for the average week-day was reached in July, 1936, at 56.8%. The pre-war high was attained in February, 1937 at 73.4% Starting with September, 1939, when the war broke out, each monthly figure set a new record for the corresponding month since October, 1935. This trend continued until April, 1940, which failed to better the figure of April 1938. The all-time high for the average week-day was 76.9% in January, 1940.

Sunday listening shows wider fluctuations than weekdays, largely due to outdoor recreation in the summer time. But the trend to greater listening was equally pronounced on this day. In August, 1937, a mere 45.3% of set owners tuned in their sets. This low-point was not even approached in subsequent summers. From July, 1939 there was a steady, month-by-month rise from 56.9% to a new high of 78.3% in January, 1940.

During the standard time period, listening is about 11% greater than during daylight saving time.

Gain in News Audience

The CAB made a special comparison of listening to *all news programs*, sponsored and sustaining during the winters of 1939-40 and 1938-9, on Wednesday nights. The national average rating for such programs broadcast between 5 and 8 p.m. (EST), increased 39% from 14.1 to 19.7. For the later hours (8-12 o'clock) on the same night of the week the increase in the rating was even greater, 55% or from 9.7 to 15.1. It appears that in times of emergency people seek late evening news from the radio to supplement their evening newspapers more than in ordinary times.

In December, 1939, the average rating of four sponsored network news programs was 9.6%. A year later the figure for seven such programs was identical. This represents a substantial increase in the audience of such presentations. The old favorites, like Lowell Thomas increased their ratings considerably.

In the summer of 1939, news and commentators took up 7.5% of sponsored network time compared with 11.9% in 1940. In 1939 this program type ranked ninth out of ten with an average rating of 5.0 compared with a ranking of ninth out of nine with an average rating of 5.4 in 1940. In per cent of time, the type ranked seventh in 1939 and fourth in 1940.

Geographical Areas

Very little difference in listening by geographical areas is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

Special Events and Sports

During the year 1940 the CAB continued its custom of issuing ratings from time to time on public events of outstanding interest. 1940 was most prolific in this respect, with a heated political campaign and all the fanfare that goes with it. The audiences of many of the candidates were reported by the CAB during the fall. Also during the year there were numerous reports on sports broadcasts and other national and international events.

President's Addresses

The Jackson Day Dinner address on Jan. 8 attained a rating of 25.2%, bettering the President's rating of 16.7% on the same occasion in 1939. Both were below his mark of 32.6 in 1936.

In a broadcast from Washington over the three major networks 2-2:30 p.m. on Thursday, May 16, the President was reported heard by 22.8% of the set owners interviewed.

His address at Charlottesville, Va., on June 10, in which he denounced Italy's entrance into the war, produced a rating of 45.5%—the highest rating ever recorded by the CAB for a speech of any kind. It was carried by four networks.

Other Events

The ceremonies attendant upon the opening of Congress Jan. 3, 1940, were heard by 16.1% of the radio owners, comparing closely with the figure 16.3 a year earlier.

The late Neville Chamberlain, in a trans-atlantic broadcast on Jan. 9, was rated at 13.

Col. Charles A. Lindbergh was rated at 7.7 in a broadcast by CBS on May 9.

The speech of King George VI, picked up by the major networks at 1 p.m. Sept. 23, was reported by 7.2% of the set owners interviewed.

The Political Campaign

The political fight officially opened with the Republican National Convention in June. On Monday, June 24, 25.2% of the radio homes were tuned to the broadcast and on Tuesday, June 25, 27.3%.

The Democrats held their convention in July. On Monday, July 15, the rating was 24.0 and on the next day, 32.9 including mentions for the address of Senator Alben W. Barkley. During the day it had been announced that he would deliver a message to the Convention on behalf of the President.

The acceptance speeches of the Republican nominees were also reported by the CAB. Willkie's speech, broadcast from Elwood, Ind., over all four national networks attained the highest rating recorded for a political speech in the ten years of the CAB's research. 37.8% of the questioned owners of radio receiving sets reported having heard the G. O. P. candidate in their homes. In 1936 Alfred M. Landon's speech broadcast from Topeka, Kan., rated 28.5.

17.3% of set owners reported hearing Senator Charles L. McNary's acceptance address on Aug. 27. The major part of the ceremonies was carried by Mutual, NBC-Red, and CBS.

On Sept. 29, the President's address from Philadelphia, aired over CBS, NBC-Blue and Mutual, rated only 8.9%. The speech was made at 4 p.m. on a Friday.

Political Resume

The closing political speeches came thick and fast. Here is a resume of them:

Oct. 28th — President Roosevelt from Madison Square Garden at 10 p.m. (NBC Red & Blue), 36.4; Wendell L. Willkie from Louisville, at 10:30 p.m. (Columbia), 16.5.

Oct. 29 — Wendell L. Willkie from Charleston, W. Va., at 10:30 p.m. (NBC Red), 20.7; Joseph C. Kennedy from New York City at 9 p.m. (Columbia), 19.2.

Oct. 30—President Roosevelt from Boston at 10:15 p.m. (NBC Red, Columbia, Mutual), 38.7; Dorothy Thompson from New York at 8:30 p.m. (Columbia), 11.7.

Oct. 31—Wendell L. Willkie from Camden, N. J., at 8:30 p.m. (Columbia), 19.

Nov. 1—President Roosevelt from the Academy of Music, Brooklyn, N. Y., at 9:00 p.m. (NBC Red, Mutual), 37.3; Cordell Hull from Washington at 9:45 p.m. (NBC Red & Blue), 18.8.

Nov. 2—President Roosevelt from Cleveland, at 9 p.m. (NBC Red, Columbia), 37.0; Wendell L. Willkie from Madison Square Garden at 10:15 p.m. (NBC Red & Blue, Columbia & Mutual), 30.6

Generally, the President spoke over two or more networks, while Mr. Willkie spoke over one network. On Saturday night the President's address was covered by NBC Red and Columbia; Mr. Willkie's talk by NBC Red and Blue, Columbia, and Mutual.

Sports

During the year the CAB also reported on numerous sports broadcasts including regular reports on football and baseball plus special events such as prize fights and the Kentucky Derby. On May 4, 15.2% of the set owners heard the latter event broadcast between 6:30 and 7:00 p.m.

BOXING—Joe Louis continued to be a great favorite with radio listeners. The Louis-Godoy fight on June 20, 1940, rated 37.9. One Sept. 6, 14.7% of set owners reported listening to the Billy Conn-Bob Pastor fight. On Dec. 16, the Joe Louis-Al McCoy fight rated 22.1%. None of these ratings came close to the figure of 47.6 scored by Louis and Pastor in 1939 nor the 63.6 attained by Louis and Schmeling in 1938. The latter was broadcast over two networks.

FOOTBALL—The ratings for college football broadcasts follow:

	1940	*1939*
Oct. 5	25.1	
Oct. 7	---	23.6
Oct. 12	28.5	
Oct. 21	---	37.3
Nov. 2	31.4	
Nov. 4	---	35.7
Nov. 16	35.0	
Nov. 18	---	36.2
Dec. 2	---	36.0

BASEBALL—During the baseball season the CAB reported monthly on listening to baseball broadcasts. The figures are for actual broadcasts of the games, both major and minor league, heard in the 33 CAB cities. In 1940, interest became more intense month by month as the struggle for the pennants became more furious. This contrasted with the experience in 1939 when the Yankees ran away with the American League race. The ratings for the two years follow:

	1940	*1939*
April-May	15.9	17.7
June	17.7	17.2
July	18.2	18.7
August	19.3	17.6
September	19.3	18.2
Average	18.1	17.5

The average rating for the World Series between Detroit and Cincinnati was 25.2 compared with 21.3 for the 1939 series between the New York Yankees and the Cincinnati Reds. The games were broadcast over the Mutual network in both years.

CAB Organization

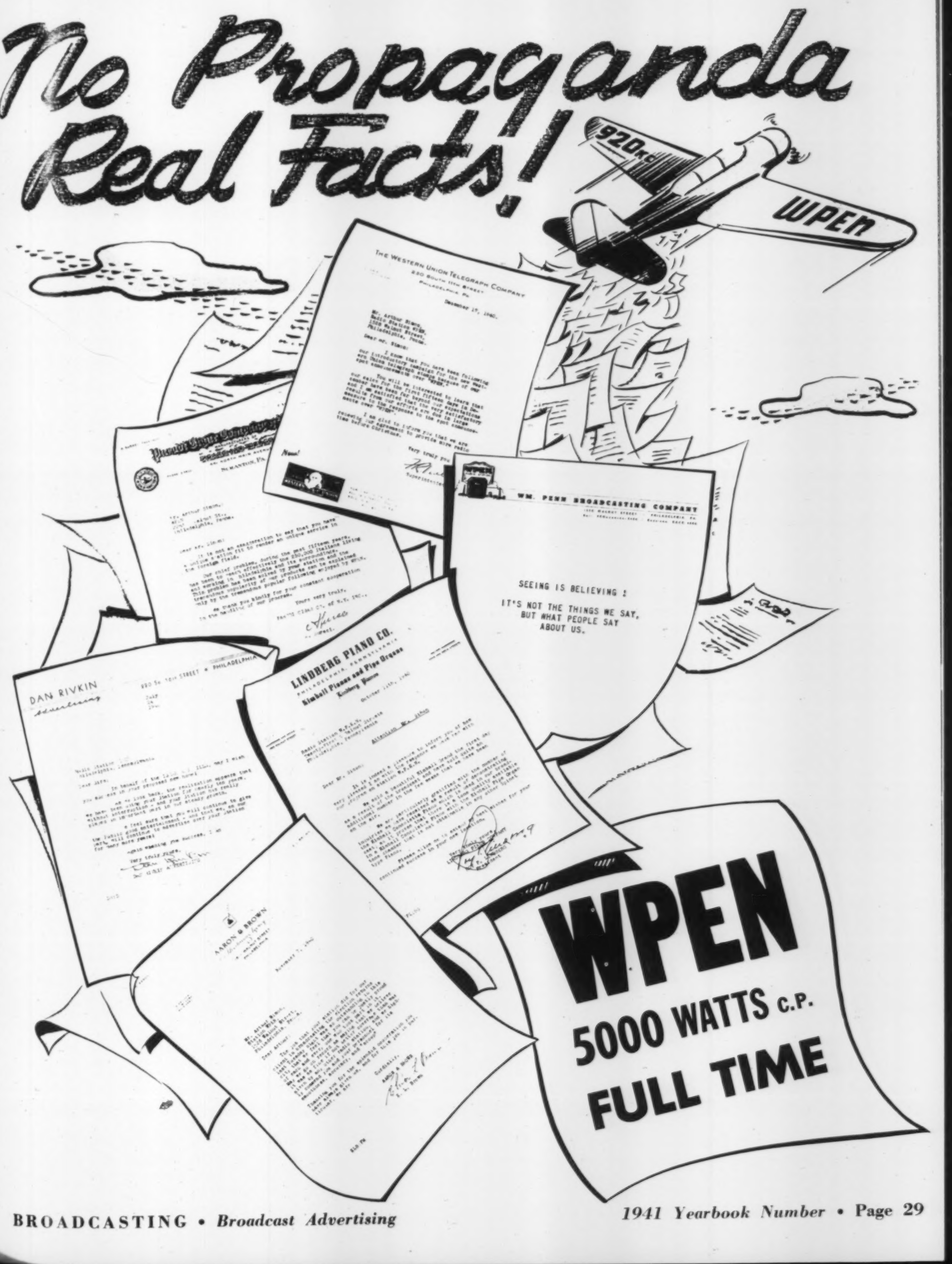
The foundation for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929. As a result of the committee's discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity." The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc., on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of six, three of whom are appointed by the ANA and three by the American Assn. of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 12 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification". Under this method the listener need not remember the ex-

(*Continued on page 38*)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SEEING IS BELIEVING !

IT'S NOT THE THINGS WE SAY,
BUT WHAT PEOPLE SAY
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WPEN
5000 WATTS C.P.
FULL TIME

New Data For The Time Buyer

By MATTHEW N. CHAPPELL, Ph.D.

C. E. Hooper, Inc.

IN THE PAST, radio program research has been directed primarily towards determining the *size* of program audiences. When program audiences "rate" high, radio's production personnel or talent is acclaimed. The function of the timebuyer in achieving this rating, or the lack of it, and the importance of selecting time have been widely overlooked.

On what days, at what times, in what seasons of the year and in what geographic areas can the advertiser expect, with the competitive picture as it is in this year, 1941, to obtain the largest audience for his program?

It is the object of this article to furnish the timebuyer and the client with a method for answering these fundamental questions. The answers are, in some cases, quite different from beliefs currently held.

Methods of Rating

"Program ratings" show the per cent of the sample listening to given programs. "Sets-in-use" show the per cent of the total sample which is listening to the sum of all programs at a given time. These data would give the timebuyer an adequate picture of radio strength for each broadcasting period if all other characteristics of the sample were constant from one time and place to another. Analysis shows, however, that other characteristics of the sample manifest such important variations that radio may actually perform less effectively at a time when, for example, 35% of the sets are in use than when 30% of the sets are in use.

Before the radio effectiveness in a given time period can be decided, it is necessary to determine the per cent of the sample that constitutes the *available audience*, that per cent of the sample which is "at home and awake". The element in the sample which varies within wide limits from one time to another and from one geographic section to another is the complement to the "available audience", namely, the proportion which is "not at home". Since it is "not at home", this segment of the sample is *not* a part of the available audience for any program.

In order to determine accurately how effective a job radio is doing at one time as compared with another, or how well one program is doing as compared with another, it is necessary to eliminate the "not at home" elements from consideration and interpret "sets-in-use" in terms of the "available audience" only.

This is not to say that a measure of "not at home" is not valuable to the timebuyer. Quite the contrary. It is a measure which is of *primary importance* to him; for *it determines the actual size of the available audience.*

Having eliminated the "not at home" segment of the sample, one can proceed to determine the ability of radio to compete successfully with other activities for the attention of the people who are in their homes. (Because there is no word or phrase by which to indicate the effectiveness of radio in converting the available audience into radio listeners, the term "audience efficiency" is suggested and is used below with this meaning. The term is borrowed from engineering where "efficiency" expresses the ability of an engine to convert available potential energy into active or kinetic energy. Thus, the efficiency of a gasoline engine is the per cent of energy available in the gasoline which the engine can convert into useful work.)

It appears from the above considerations that the timebuyer needs two sets of measurements:

First, he requires data on the total sample broken down by "not at home", "at home not listening" and "sets-in-use". By adding the last two, or by subtracting the first from the total sample, he can determine the *size* of the *"available audience"*. In order to buy time most effectively, he must know how the "available audience" shifts from one evening to another; how it varies from one period to another of the same day or evening; how it differs from one geographic section to another and how it varies seasonally.

Secondly, the timebuyer must know how much of the "available audience" radio recruits. And he must know the recruiting power, or "audience efficiency", by hours of the day, by geographic sections and by seasons.

Coincidental Studies

These two sets of data, in conjunction with audience reports, will aid him greatly in choosing the most desirable time and the most desirable places to present the client's program. Both sets are yielded directly by the coincidental method of studying radio audiences and can be obtained by no other method in common use. The meanings of the terms used here will be made somewhat clearer by a brief resume of the telephone coincidental method and the manner in which it yields these measurements.

The name "telephone coincidental" arises from the fact that a sample of telephone homes is called continuously during the time each program is on the air and respondents are asked the following questions:

1. "Were you listening to the radio just now when the phone rang?"
2. "To what station were you listening?"
3. "What program is coming over that station?"
4. "What advertiser puts on that program?"

In a certain per cent of an interviewer's calls, the phone is not answered. The telephone company reports that if the phone is not answered by the time it has rung six times, the probability that no one is at home is very high. If there is anyone at home under these conditions he is probably asleep. In either case, they are non-listeners and are grouped under the category "not at home". Since, by definition, the telephone coincidental method samples radio listening in telephone homes, those in which no one is at home are non-listening homes.

Conclusions Reached

The measures discussed in this paper are obtained, roughly, as follows:

"Not at home"—The per cent of homes sampled in which no one answers the telephone.

"Sets-in-Use" — The per cent of homes sampled in which someone is listening to the radio, obtained by dividing the number who answer "yes" to Question I by the number in the total sample.

"At home not listening"—The per cent obtained by dividing the number who answer "no" to Question I by the number in the total sample.

"Program Rating"—The per cent of the homes which are tuned to a given program, obtained by dividing the number who identify (through Questions II, III and IV) the program to which they are listening by the number in the total sample.

The above are some of the measures yielded by the coincidental method which have long been in use. The new measures discussed here for the first time are obtained as follows:

"Available Audience" — The per cent of the total sample which is "at home and awake"; obtained by subtracting the "not at home" from the total sample; or, what amounts to the same thing, by adding "sets-in-use" to the per cent "at home not listening".

"Audience Efficiency" — The per cent of the "available audience" converted into listeners during any broadcasting period; obtained by dividing "sets-in-use" by "available audience".

The measurements, "not at home" "available audience" and "audience efficiency", are yielded only by the coincidental method of audience study. The mechanical methods of studying station tuning offer no means of distinguishing between a family which is "not at home" and not, therefore, available to listen to the radio and a family which is "at home not listening and, therefore, available.

Recall methods commonly used disregard homes in which no one answers the telephone. I have shown elsewhere[1] that the "not at home then" response obtained in the day-part recall method does not measure the number of homes in which there is actually no one at home at a given time of the day or evening.

Size of Sample

The charts which follow are dramatic in revealing differences in time-buying opportunities when audiences are measured for size, compared with those indicated by a measurement of radio's efficiency in recruiting an audience.[2]

In each case, the two charts to be together are presented together. The one deals with the characteristics of the total sample, from which the size of the available audience may be determined. The total sample is considered as 100% in this case.

In the other type of chart, which shows the power of radio *to recruit listeners* from the available audience, the latter, the "at home and awake" segment of the total sample, is considered as 100%. In all cases, "sets-in-use" is represented by the cross-hatched area, "at home not listening" is lined, and "not at home", where shown, is in white.

Chart I [page 32] shows that the "sets-in-use", 34.5%, is found in February and the smallest, 19.7%, in August. Which is to say, there is a 75% larger average evening radio listening audience in February than in August.

When They Listen

There are two reasons for this condition. The first is seen on examination of the segment of the sample which is "not at home". The smallest number of people is "not at home" in January and February. The "available audience", the "at home and awake", is therefore greatest during these months. These are also the months when the greatest "sets-in-use" occur.

The greatest "not at home" is found in July and August. Therefore, the "available audience" is smallest for these months. They are also the months when "sets-in-use" are smallest.

Because these and similar data have been available in past years, they have given rise to the conclusion that there is less listening in the summer because fewer people are at home.

Such a conclusion is premature and based on insufficient evidence. This may be seen from the fact that while "sets-in-use" is 75% greater in February than in August, the "available audience" ("sets-in-use" plus "at home not listening") is only 14% larger in February than in August. It is obvious from the comparison of these two figures

(*Continued on page 32*)

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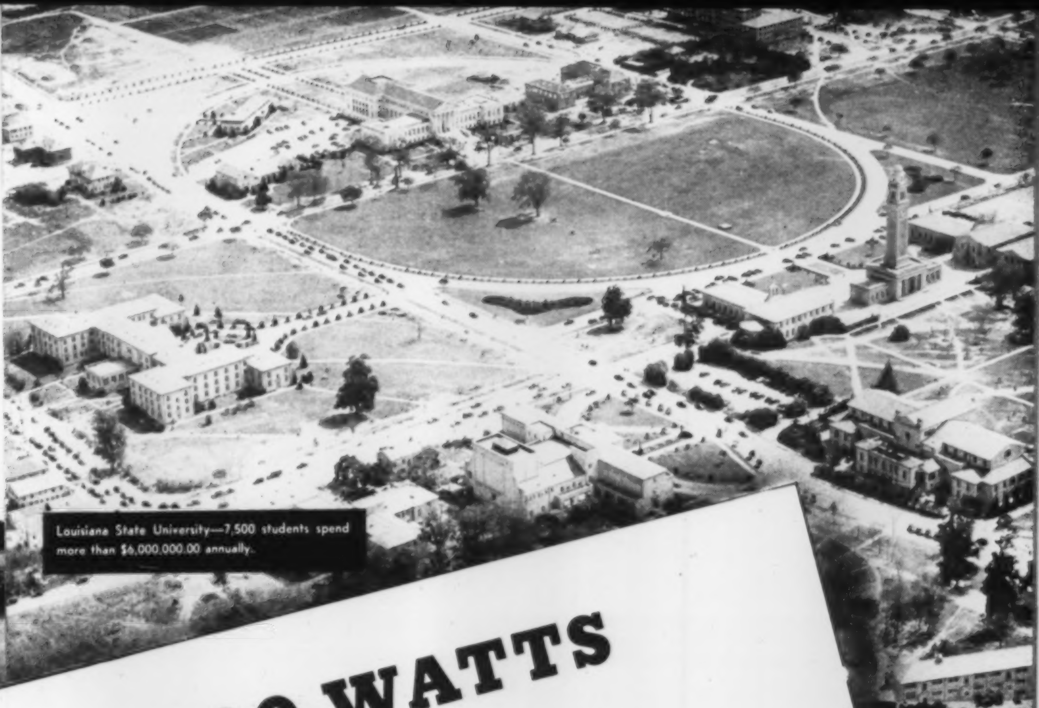
[1] "Causes of Inconsistencies Between Coincidental and Day-Part Recall Radio Program Ratings", 1940. May be obtained on request from C. E. Hooper Inc.

[2] It should not be concluded that the factors discussed here are the only ones to be considered when the time buyer places a program. The importance of considering type and arrangement of programs before and after his program, as well as simultaneously, was considered in detail in this space in the 1940 *Broadcasting Yearbook* Planning programs for a total evening is of great importance in recruiting an active audience from the available audience. One good runner does not make a good relay team. But four good runners passing the stick along cover all with glory.

isiana's State Capitol—2500 employees—
nual payroll $4,000,000.00.



Louisiana State University—7,500 students spend more than $6,000,000.00 annually.

UP TO 5000 WATTS

By Early Spring

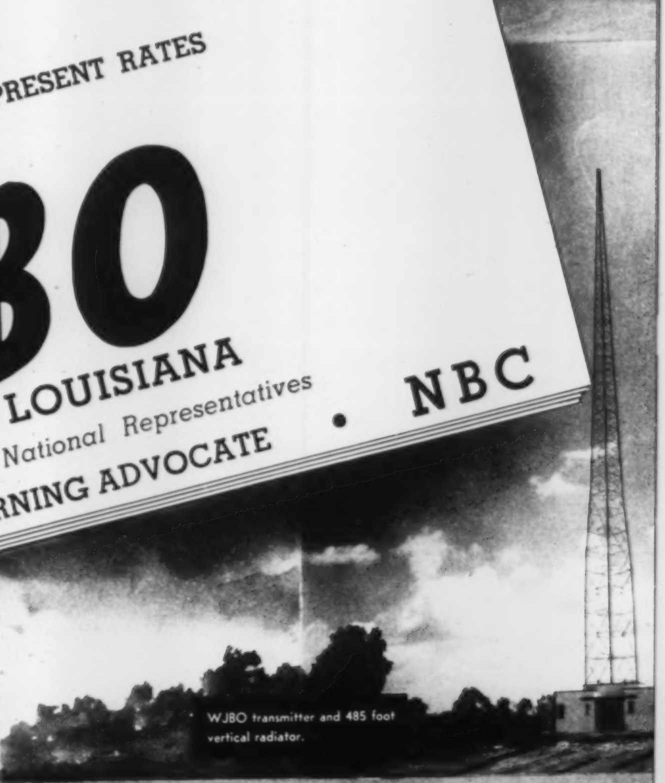
PROTECT YOURSELF NOW AT PRESENT RATES

WJBO

BATON ROUGE, LOUISIANA

George P. Hollingbery Co., National Representatives

Affiliated with STATE-TIMES and MORNING ADVOCATE • NBC

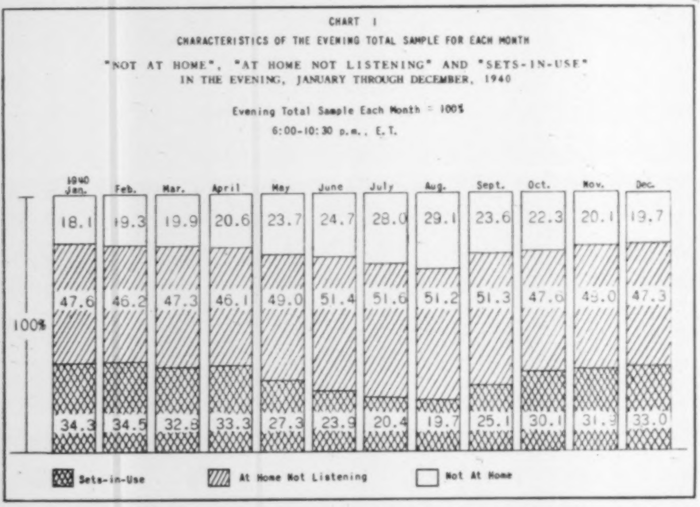


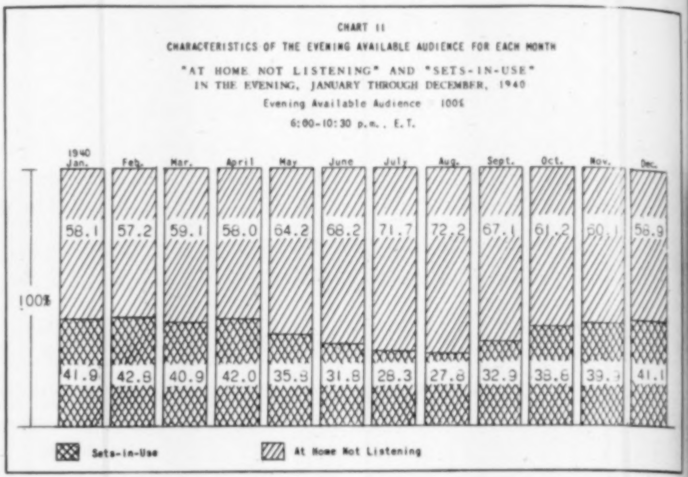
WJBO transmitter and 485 foot vertical radiator.

Three great industrial plants—Standard Oil, Ethyl duPont and Solvay Process in Baton Rouge—over 6,500 employees.

Gulf States Steam Plant—the largest steam and electrical plant in the south.

XUM





(*Continued from page 30*)

that something other than "not at home" accounts for the major part of the large difference in "sets-in-use" between February and August.

Chart II indicates the second and more significant cause of the summertime drop in "sets-in-use". In this chart, the "available audience" equals 100%. Since "not at home" is eliminated from consideration, the chart represents the comparative success from month to month with which radio competes with other activities for the attention of people who are at home and could, therefore, listen to the radio. That is to say, this series of charts is a measure of the efficiency with which radio recruits listeners from the available audience from one month to another. The major difference in "audience efficiency" is also between February and August.

Daytime Changes

It will be noted, that while "sets-in-use" is 75% greater in February than in August and the "available audience" is only 14% greater, the proportion of the "available audience" which is recruited for listening is 54% greater in February. One of two conditions are indicated by this finding: Either poor programming causes the drop in summer evening "sets-in-use" or some factor operates in the summer which necessitates stronger motivation in order to initiate listenng than is required in the winter. Evidence at hand eliminates the latter as a possibility.

The seasonal changes which are so marked in evening programming are only slight in the case of daytime programs. Much the same programs and types of programs are presented in the daytime both winter and summer. If, as is argued by some advertisers, there is some change in listening behavior in the summer, some factor which predisposes people to require a stronger motivation to listen than is required in the winter, this should be true for the daytime as well as for the evening.

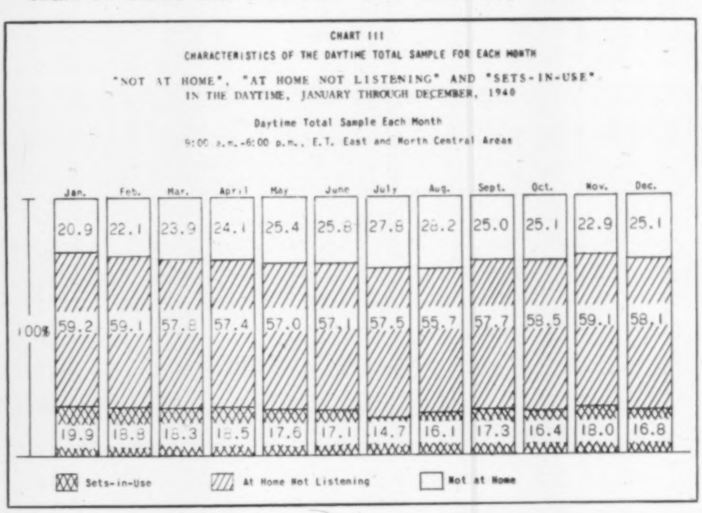
Evidence on this score is presented in Charts III and IV. Chart III shows the monthly variations in the characteristics of the total sample for the daytime and Chart IV, the monthly variations in "audience efficiency" for the daytime.

The chief characteristic of these charts is the uniformity from month to month. Whereas the "sets-in-use" in the evening is 75% greater in February than in Auguse, Chart III shows that the difference between these months in the daytime "sets-in-use" is only 16.8%. The difference in "available audience" between the two months is also less for the daytime than for the evening, being only 8.6% greater in February.

Chart IV shows that the efficiency with which radio recruits listeners from the audience available in the daytime also varies but little from August to February. Daytime "audience efficiency" is only 7.6% greater in February than in August. This figure may be contrasted with the 54% difference in "audience efficiency" for evening programs for the same months.

Quality of Programs

These facts: the small difference for daytime programs between February and August in "available audience", "sets-in-use" and "audience efficiency", together with the wide evening variations would seem to necessitate the conclusion that low evening "sets-in-use" in the summertime result primarily from the poorer programs advertisers present for consumption on summer evenings.



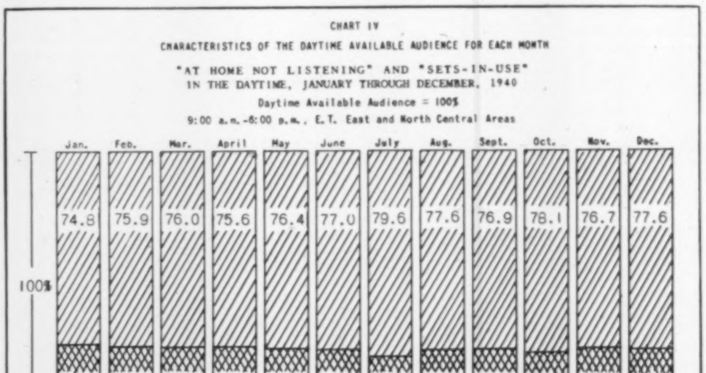


Chart V [page 37] shows how the characteristics of the total sample varied from one evening of the week to another, December 1939, through November, 1940. Chart VI [page 37] presents the efficiency with which listeners were recruited from the available audience during the same period.

It will be seen that "sets-in-use" was highest for Sunday evening and lowest for Saturday. "Not at home" was also greatest for Sunday and only slightly less for Saturday. These findings indicate that Sunday night is the poorest night in the week so far as "available audience" is concerned and that *larger audiences could be obtained any other night of the week.*

Nonetheless, "sets-in-use" is greatest on Sunday evening. This leaves no question of the ability of radio to obtain a large audience even when "not at home" is at a maximum.

It is also to be noted that because of the smaller available audience from which listeners may be recruited on Sunday, the Sunday programs motivate listening to a greater degree, in comparison with programs of other evenings, than their ratings would indicate. For example, while Sunday evening program ratings average 11% higher than those for Monday, the Sunday programs are 25% more efficient in recruiting listeners from the available audience than are Monday evening programs.

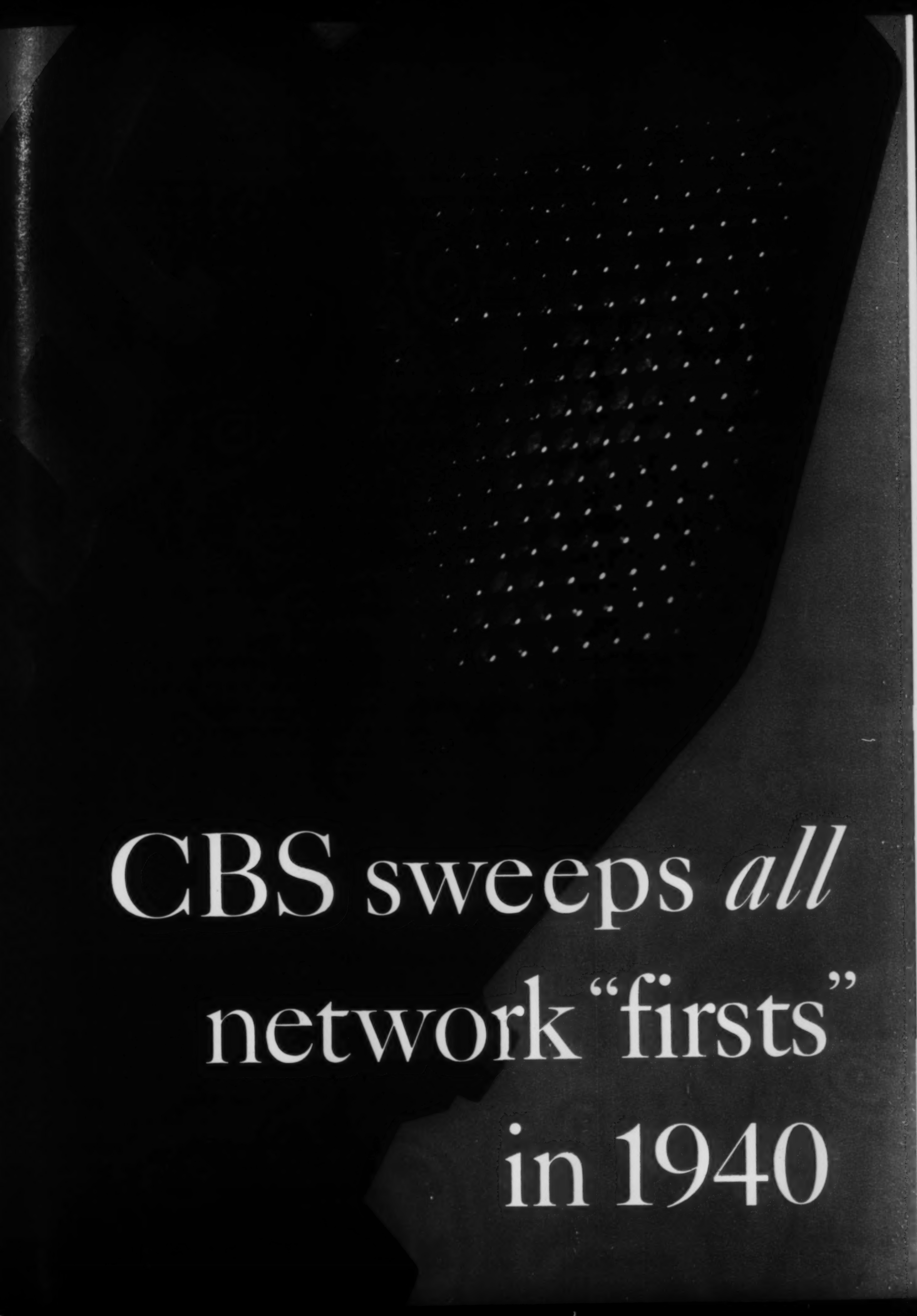
These data should indicate to the time buyer that there is no magic about programs presented on Sunday. Rather, he may expect, other things being equal, to do a better job for his client on any other night of the week, not excluding Saturday, which is currently underestimated as a radio broadcasting evening.

Sectional Data

Charts VII and VIII [page 37] show the sectional differences encountered on Sunday evening 6-10

(*Continued on page 37*)

XUM



CBS sweeps *all* network "firsts" in 1940

CBS audience

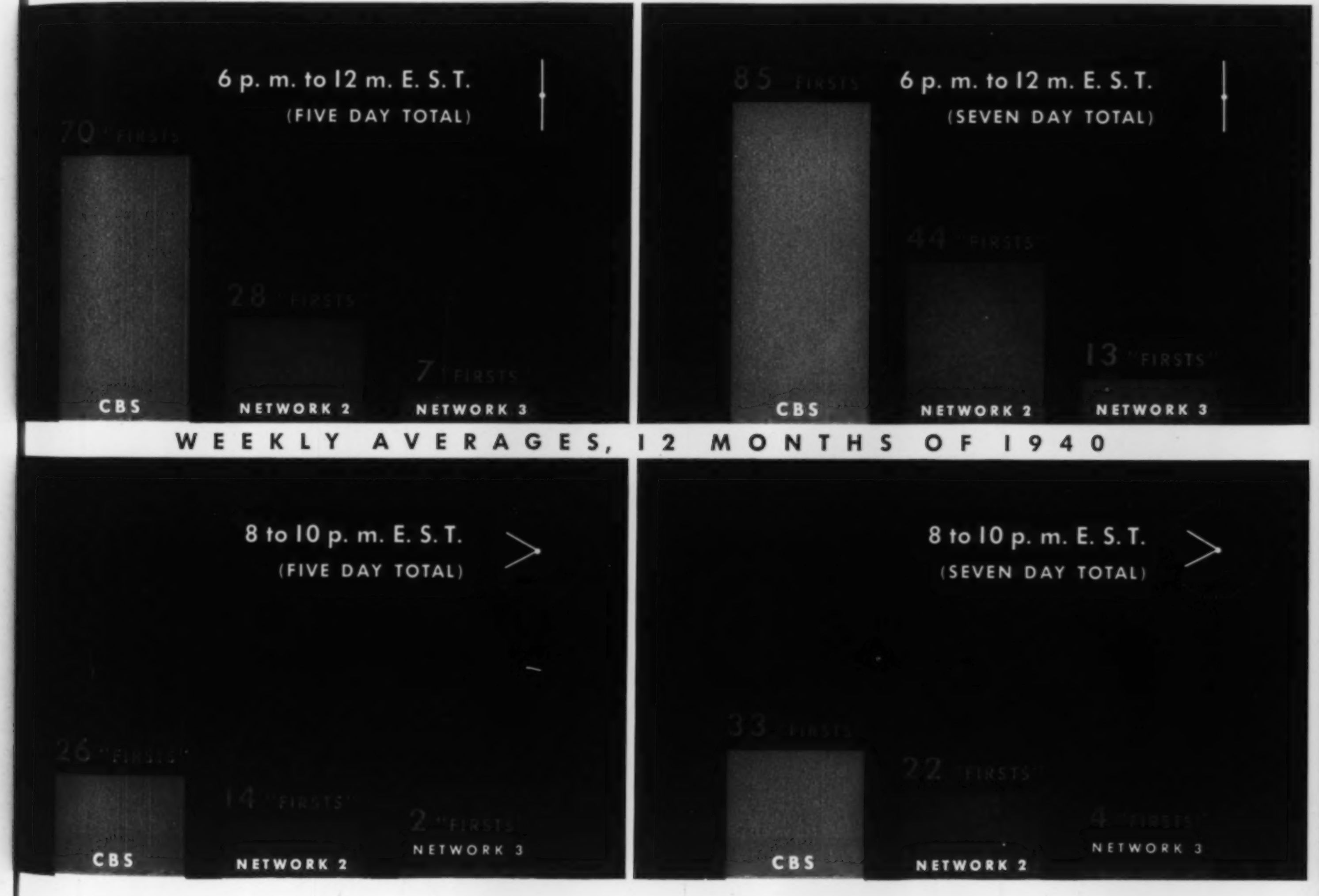
"The strongest 'all-day' schedule in network history"

Regular CAB program ratings show CBS with ***a consistently stronger schedule than any other network in all of 1940.*** The Columbia Network, against all competition, delivered the largest audiences to its clients, for more program-periods in the *entire* broadcasting day than *any* other network. Counting every rated sponsored quarter-hour on all networks in all of 1940, CBS averaged 161 "firsts" each week against all competition; the second network had 154; the third network, only 18 "firsts".

CBS leadership is most striking in "the major battleground of network competition"; in the tensely competitive *evening* hours. Whether you take the entire evening (6:00 p.m. to 12:00 m.) or just the heart of the evening (8:00 to 10:00 p.m.), ***CBS wins more "firsts" than the second and third networks combined.*** The exact evening score is shown in the charts, for all of 1940.

leadership in 1940

"In the major battlegrounds of network competition" *



WEEKLY AVERAGES, 12 MONTHS OF 1940

These charts are based on CAB rated sponsored programs in 1940, and show the average number of quarter hours, each week in 1940, in which each network delivered the largest audience to its clients against *all* other network competition.

* 6:00 p.m. to 12:00 midnight E. S. T. and 8:00 to 10:00 p.m. E. S. T. See text on facing page for score on *entire* broadcasting day.

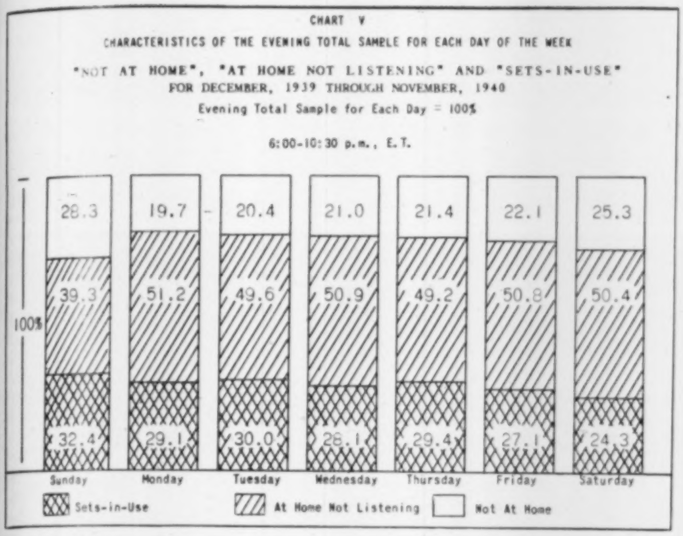
and ➡

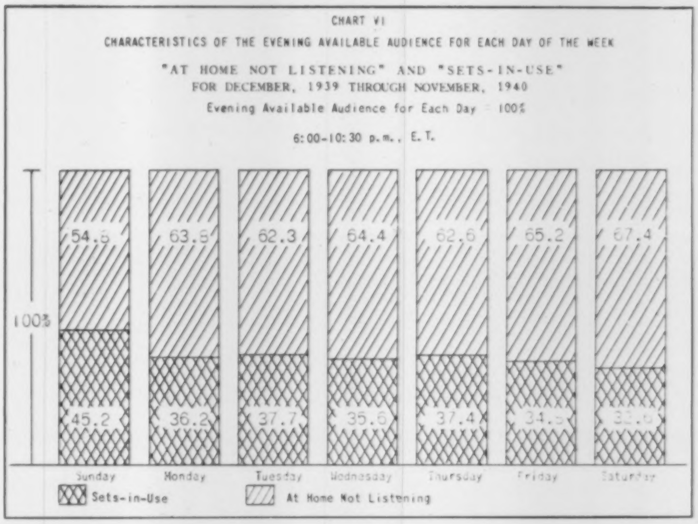
Advertisers invested more money for CBS facilities in 1940 than for *any* other network

. . . more than was *ever* before invested in *any* network!

And in 1940, more of the 100 largest U. S. advertisers chose CBS than any other network . . . *for the 7th consecutive year!*

THE COLUMBIA BROADCASTING SYSTEM





(*Continued from page 32*)

p.m. local time, January through April, 1940.

Chart VII shows that "not at home" is smallest in the North Central section and largest on the Pacific Coast. On the Pacific Coast on Sunday evening during these months "not at home" is 47% greater than in the North Central area and 30% greater than in the East. The "available audience" in the East is 12% larger than that on the Pacific Coast.

"Sets in Use" is largest in the Mountain, 42.9%, and in the East 41.8%. It is smallest on the Pacific Coast 35.8%. That is to say there are 16.8% more "Sets-in-Use" in the East during this period than on the Pacific Coast.

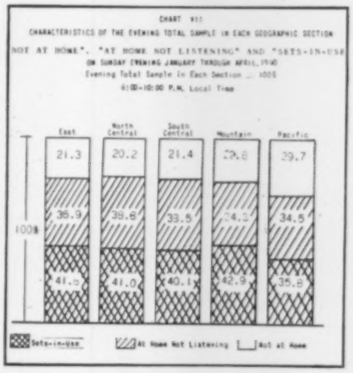
Chart VIII shows however, that the "audience efficiency" on the Pacific Coast, 51%, is nearly as great on Sunday evening as that of the East, 53.1%. It would appear therefore, that the primary cause of difference in "Sets-in-Use" between the East and Pacific Coast is attributable to difference in the size of the available audience on Sunday. The difference in the efficiency with which radio recruits its audience on Sunday evening is secondary.

The reader should not generalize these results from Sunday to other evenings of the week.

Charts IX and X [page 38] show the conditions by half-hour periods found in the East in December. All evenings of the week are combined. While "not at home" increased gradually from 6 to 10:30 p. m., "sets-in-use" rose rapidly from 6 until 9-9:30 p. m. and then declined.

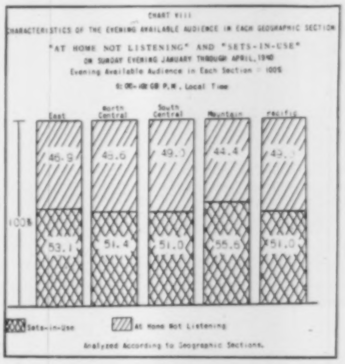
Average Audience

Chart X shows that "audience efficiency" follows a pattern somewhat similar to that of "sets-in-use". However, while there were more "sets-in-use" between 7 to 7:30 than there were between 10 and 10:30, programs presented in the latter period recruited listeners more efficiently than those presented in the former. It is interesting to note that throughout the week the period 8:30 to 9:30 p. m. recruits over half of the "available audience".



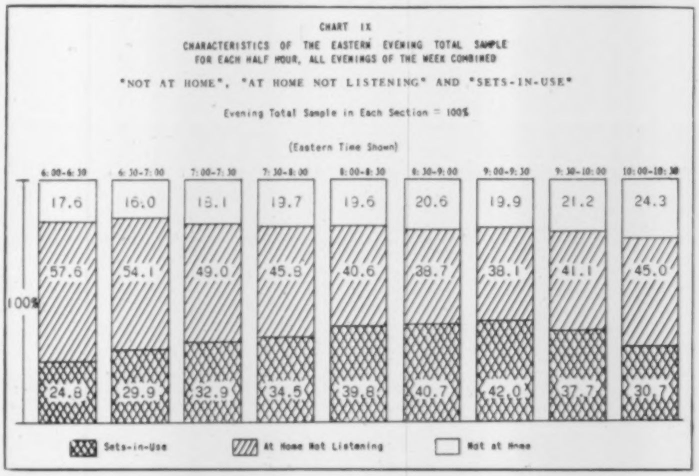
These charts do not, of course, give any indication of the wide variations that occur within half-hour periods from one evening of the week to another. Space does not permit showing evenings, sections, and seasons by half-hour periods.

It follows from the above analysis that programs which are presented on evenings when the "available audience" is small motivate listening more efficiently than their ratings would indicate. List 1 presents in order the 15 half-hour evening programs which received the highest Hooper ratings in December, 1940. These ratings were obtained by the coincidental method which measures the "average audience" of each program. Because each rating presents the "average audience", each is strictly comparable with every other. List 2 presents in order the 15 half-hour programs which recruited listeners from the available audience most efficiently.



LIST 1

Rank	*Program* Base: Total Homes Called	*Rating*
1	Jack Benny	32.9
2	Charlie McCarthy	30.4
3	Fibber McGee	29.5
4	Bob Hope	26.4
5	Aldrich Family	23.1
6	One Man's Family	20.1
7	Good News of 1941	18.5
8	Rudy Vallee	17.8
9½	We the People	17.7
9½	Bandwagon	17.7
11	Guy Lombardo	15.8
12	Edward G. Robinson	15.3
13	Truth or Consequence	15.0
14	Doctor Christian	14.9
15	Take It or Leave It	14.6



LIST 2

Rank	*Program* Base: Available Audience	*Audience Efficiency*
1	Jack Benny	42.3
2	Charlie McCarthy	41.1
3	Fibber McGee	35.2
4	Bob Hope	32.6
5	Aldrich Family	28.1
6	One Man's Family	26.5
7	Bandwagon	24.1
8	Rudy Vallee	22.8
9	Good News of 1941	22.6
10	We the People	21.5
11	Guy Lombardo	19.7
12	Truth or Consequence	19.4
13	Take it or Leave it	19.3
14	Edward G. Robinson	18.5
15	Doctor Christian	18.1

Eight of the 15 programs have the same rank order in both lists. *Bandwagon* moves up from the rank of 9½ on List 1 to 7 on List 2. *Take It or Leave It* moves up from 15 on List 1 to 13 on List 2. The programs which attain a higher rank in List 2 than in List 1 are all presented on Sunday or Saturday evenigs when they attain their high ratings despite the smaller available audiences.

Similarly, those that move down in List 2 are presented on days in which the available audience is larger. It is interesting to note that while *Charlie McCarthy's* "rating" is only 0.9 percentage points higher than *Fibber McGee's*, the dummy's "audience efficiency" is 5.9 percentage points higher. Other conditions equal, *Jack Benny, Charlie McCarthy, One Man's Family, Bandwagon*, and *Take It or Leave It* would get higher ratings if all were presented on some evening other than Sunday.

SUMMARY

1. In time-buying, it is necessary to take into account the proportion of the population which is "not at home" during any broadcasting period in any geographic section. By subtracting this quantity from the total sample, the timebuyer may determine the size of the group "at home and awake" which is available to listen to the radio.

2. In order to determine how efficiently radio programs are recruiting listeners from the "available audience", the latter, rather than the total sample, must be used as the basis of calculation. With measurements based on the "available audience" before him,

(*Continued on page 38*)

(*Continued from page 37*)

the timebuyer can observe radio's success in recruiting listeners for the "available audience" by days of the week, periods of the day, geographic sections of the country, and months of the year. No attempt is made in this article to furnish these data by broadcasting periods for each day.

3. Analysis shows that on Sunday evenings, the largest "available audiences" are found in the East and the North Central sections, where "not at home" is appreciably smaller than in other sections. "Sets-in-use" is 16.8% greater, for example, in the East than on the Pacific Coast local time. The difference in available audience is 12%. The difference in "audience efficiency" is only 2.1%. It would appear, therefore, that the difference in "available audience" is the major cause of the difference between the East and Pacific Coast in "Sets-in-use" on Sunday Evening.

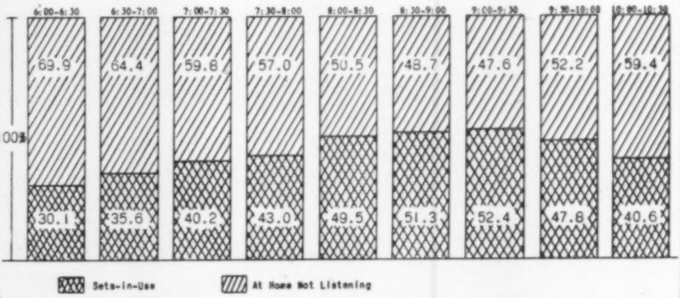
CHART I

CHARACTERISTICS OF THE EASTERN EVENING AVAILABLE AUDIENCE FOR EACH HALF HOUR, ALL EVENINGS OF THE WEEK COMBINED

"AT HOME NOT LISTENING" AND "SETS-IN-USE" FOR DECEMBER, 1940

Available Audience for Each Half Hour = 100%

(Eastern Time Shown)



4. Sunday evening offers nationally, a smaller "available audience" than any other evening of the week. However, "sets-in-use" is greater on this evening, which shows clearly that large listening audiences can be recruited even when the available audience is at a minimum. It indicates, also that with other conditions equal, even larger audiences could be developed with the same radio effort on any other evening of the week.

5. The data show that the current belief that radio should not expend as much effort in the summer as it does in the winter is questionable. For example, the greatest difference in the evening "available audience" occurs between February and August. This difference is 14%. This factor cannot account for the difference in "sets-in-use" between these two months which is 75%. It seems probable, therefore, that the summer drop in evening "sets-in-use" must be attributed to weak evening programming in the summertime.

This conclusion is greatly strengthened by the observation that, apparently as a result of uniform summer and winter programming during the daytime, all three factors: "sets-in-use", "available audience" and "audience efficiency" manifest negligible changes between February and August in the day time audience records.

6. Systematic application of the new radio measurements illustrated here to the specific placement problems of individual programs can effect an increased efficiency in the use of the radio advertising dollar which is of appreciable significance.

Program Popularity in 1940

(*Continued from page 28*)

act program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "Has the program made an impression?"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at eight stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast, complete 700,000 interviews based on more than 1,100,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of radio sets and calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give variation in popularity preferences both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of those types. The summer report, for the five months of daylight saving time is based on approximately 292,000 completed interviews with radio set-owners, the seven-month winter report on 408,000.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, by geographical sections.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past ten and one-half years.

How Service Is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.

2. Follow the popularity trend of various types of programs and discover when a given type is worn out.

3. Purchase talent advantageously by comparing the performers on different programs.

4. Decide whether a given season should be included or dropped.

5. Make comparisons between daytime and evening programs.

6. Compare the difference in program audiences by sections of the country, population groups, income levels, etc.

7. Discern by study of the leaders and laggers what makes a good radio program.

8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides withint a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:

Eastern Cities — Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities — Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco Los Angeles, Portland, Seattle, Spokane.

SEND NOW

FOR ALL THE IMPORTANT NEWS IN RADIO . . .

PLUS

THE MOST RELIABLE RADIO REFERENCE INFORMATION . . .

PLUS

AN UP - TO - DATE 1941 RADIO OUTLINE MAP . . .

ENTER YOUR SUBSCRIPTION TODAY TO

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

AND THE NEW 1941 YEARBOOK NUMBER

$5 PER YEAR

KSCJ
SIOUX CITY IOWA
The JOURNAL
5000 WATTS DAY
1000 WATTS NITE
The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

XUM

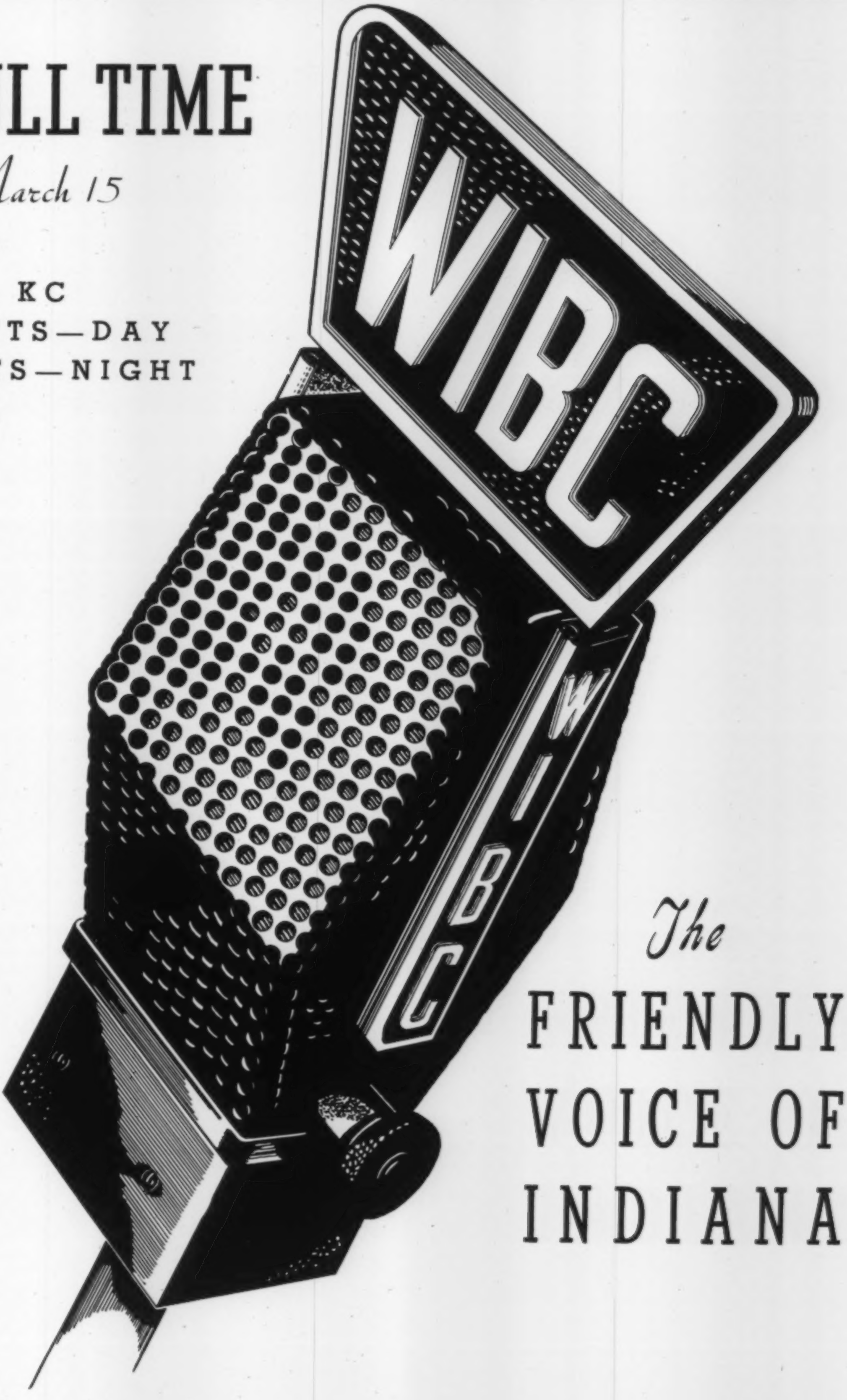
GOING FULL TIME

about March 15

●

1050 KC
5000 WATTS—DAY
1000 WATTS—NIGHT

●



The
FRIENDLY
VOICE OF
INDIANA

Offices and Studios: INDIANAPOLIS ATHLETIC CLUB
350 N. MERIDIAN ST., INDIANAPOLIS

CALENDAR OF EVENTS AND PROMOTIONAL GUIDE: 1941

The 1941 Calendar and Promotional Guide for Retailers, from which this information was obtained, is published by the National Retail Dry Goods Assn., New York

Timely tieups for stations and sponsors are presented by the 'Retailer's Calendar and Promotional Guide for 1941' compiled by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful in promotion and sales.
‡Indicates event date tentative.

JANUARY

Flower—Snowdrop, Carnation; Birthstone—Garnet, Hyacinth.

1—New Year's Day: Emancipation Proclamation, 1863; Federal Job Insurance created, 1936; Social Security effective, 1937; Paul Revere, patriot, born 1735.
2—Georgia admitted to Union, 1788.
3—28th year U. S. Postal Banks established.
4—Utah admitted to Union, 1896.
6—New Mexico joined joined Union, 1912; Old Christmas Day (Epiphany).
7—Telephone communication New York and London, established 1927; first national election, 1789; first regularly established bank in America, opened in Philadelphia, 1782.
8—Battle of New Orleans, 1815 (legal holiday in Louisiana).
9—Connecticut joined Union, 1788; first balloon ascension in America at Philadelphia, 1793; photography (daguerrotype) was first used, 1839.
10—National Motor Boat Show, N. Y., Jan. 10-18.
11—Alexander Hamilton born, 1757.
12—Tobacco Week, Jan. 12-18; John Hancock, patriot, born 1737.
13—N. R. D. G. A. Convention, Jan. 13-17, New York; modern printer's ink first used in Philadelphia by Jacob Johnston, 1804.
14—First written Constitution adopted at Hartford, Conn., 1639.
15—First locomotive built, U. S., 1831.
16—18th Amendment in effect, 1920 (repealed December 5, 1933).
17—Benjamin Franklin born 1706; National Thrift Week, Jan. 17-23.
18—Daniel Webster born 1782.
19—Robert E. Lee born 1807 (legal holiday in the South); Edgar Allen Poe born 1809.
20—Inauguration Day.
21—Thomas J. Jackson ("Stonewall Jackson") born 1824.
22—Lord Byron, poet, born 1788.
23—National Peanut Week, Jan. 23-31; in 1845 Congress scheduled national election day for Tuesday after first Monday in November.
24—Morse exhibited telegraph, 1838; gold discovered in California, 1848.
25—Robert Burns, poet, born 1759.
26—Tea Week, Jan. 26-31; Michigan admitted to Union, 1837.
27—Edison patented incandescent lamp, 1880; Mozart, composer, born 1756; Lewis Carroll, author "Alice in Wonderland", born in 1832.
29—Kansas admitted to Union, 1861.
30—Franklin D. Roosevelt (32nd President) born 1882; Annual Birthday Ball.
31—Franz Schubert born 1797.

FEBRUARY

Flower — Primrose; Birthstone — Amethyst.

1—New England Sportsman's and Boat Show, Boston, Feb. 1-9; George Washington elected first President of U. S., 1789.
2—Candlemas Day, also known as Groundhog Day.
3—Notion Market Week, Feb. 3-8; National Business Show in N. Y., Feb. 3-8; Horace Greeley born 1811; Mendelssohn-Bartholdy born 1809.
6—Massachusetts entered Union, 1788.
7—Boy Scout Anniversary Week, Feb. 7-13; long distance telephone opened, New York-Chicago, 1892; Charles Dickens born 1812.
9—National Drama Week, Feb. 9-16; Weather Bureau organized, 1870.
11—Dog Show, New York, Feb. 11-12; Thomas A. Edison born 1847.
12—National Defense Week, Feb. 12-22; Abraham Lincoln born 1809; Georgia Day (holiday in Georgia).
13—University of North Carolina, first State University, opened, 1795.
14—International Ski Jumping, Combined Jumping and Cross Country Championship, Feb. 14, 15, 16, Berlin, N. H.; St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray patented telephone, 1876.
15—National Sportsmen's Show in N. Y., Feb. 15-23; National Cherry Week, Feb. 15-22.
17—Suez Canal opened, 1867.
18—Phonograph patented by Edison, 1878.
19—Ohio admitted to Union, 1803.
20—Better Speech Week, Feb. 20-26.
22—George Washington, born 1732 (legal holiday all states); American School Administrators' Convention, Feb. 22-27; National Sew and Save Week, Feb. 22-March 1.

FEBRUARY (Continued)

25—Shrove Tuesday; observed as Mardi Gras in Alabama, Florida, Louisiana; Victor Hugo born 1802; 16th Amendment adopted giving power to tax incomes, 1913.
26—Ash Wednesday, Lent begins; 15th Amendment adopted, 1869; Canal Zone granted U. S. by Treaty with Panama, 1904.
27—Henry Wadsworth Longfellow born 1807.

MARCH

Flower—Violet; Birthstone—Jasper, Bloodstone, Aquamarine.

1—Bank of Philadelphia chartered—first in U. S., 1780; Nebraska joined Union, 1867; U. S. Department of Education established by Congress, 1867.
2—National Ski Championship, Seattle, Wash.; Texas Independence Day.
3—‡National Display Week, March 3-8; first U. S. postage stamps, 1847; Florida admitted to Union, 1845; Bell, inventor of telephone, born 1847.
4—Inventor's Exhibit, Dallas, Tex., March 4-7; bank holiday of 1933; 102nd anniversay of express service in United States; Pennsylvania Day, charter granted 1681; Vermont joined Union, 1791.
7—Luther Burbank, horticulturist, born 1849.
8—Sportsman's and Boat Show, Detroit, March 8-16; Farm Day (8th anniversary of Farm Aid Program).
10—Telephone first used, 1876.
12—Girl Scout Anniversary Week, March 12-18; great blizzard of 1888; General Post Office established, 1799.
13—International Bowling Championships, St. Paul, Minn., March 13-April 28.
14—International Downhill and Slalom Championship, March 14, 15, 16, Berlin, N. H.; Eli Whitney patented cotton gin, 1794; Albert Einstein born 1879.
15—Federal income tax due; Maine admitted to Union, 1820.
16—National Wild Life Restoration Week, March 16-22; Sportsman's Show, Indianapolis, March 16-24; Federal Trade Commission organized, 1915.
17—St. Patrick's Day; American Toy Fair, N. Y., March 17-29; International Flower Show, New York, March 17-22.
20—Spring begins today.
21—Bach, composer, born 1685.
25—Maryland Day (State holiday).
28—Savannah, first American steamboat to cross Atlantic, set sail from N. Y., 1819.
29—Baseball Week, March 29-April 5.
30—Sportsman's and Boat Show in Buffalo, March 30-April 7; Alaska made part of U. S., 1867.

APRIL

Flower—Daisy; Birthstone—Sapphire, Diamond.

1—April Fool's Day; Conservation Week, April 1-7 (in several states).
2—First U. S. Mint established, 1792.
5—Baseball Week ends.
6—Palm Sunday; Army Day; U. S. entered World War, 1917; Peary discovered North Pole, 1909.
7—Metropolitan Opera House, N. Y., opened 1880.
8—‡Circus at Madison Square Garden, New York, April 8-27; Ponce de Leon landed in Florida at St. Augustine, in search of the Fountain of Youth, 1513; Louisiana joined Union, 1812.
10—Holy or Maundy Thursday.
11—Good Friday
12—Passover—First Day; Lent ends at noon.
13—National Garden Week, April 13-19; Passover—Second Day; Easter Sunday.
14—Pan-American Day.
17—World Bridge Olympics held throughout country.
18—Passover—Seventh Day.
19—Passover — Last Day; Patriot's Day (Maine and Massachusetts); Paul Revere's ride, 1775.
20—Humane Sunday; Be-Kind-to-Animals Anniversary, April 20-26.
21—National Foot Health Week, April 21-26; Spanish-American War began 1898.
22—Birthday of J. Sterling Morton, founder of "Arbor Day."
24—First Newspaper, The Boston News Letter, published 1704.

APRIL (Continued)

25—Pennsylvania Relay Carnival, April 25-26.
26—National Fishermen's Week, April 26-May 3; Confederate Memorial Day in Florida, Alabama, Georgia and Mississippi.
27—Science and Engineering Fair, N. Y., April 27-May 4; Daylight Saving begins; National Better Homes Week, April 27-May 3.; Morse, inventor of telegraphy, born 1791; Audubon, naturalist, born 1780.
28—National Baby Week, April 28-May 3; Maryland entered Union, 1788.
30—Washington inaugurated first President, 1789.

MAY

Flower—Hawthorne, Lily of the Valley; Birthstone—Agate, Emerald.

1—Moving day in many cities; National Hardware Spring Open House, May 1-10; May Day or Child Health Day; National Egg Week, May 1-7.
3—National Baby Week ends.
4—National Music Week, May 4-11.
5—National Restaurant Week, May 5-11.
6—Manhattan Island (now New York City) purchased from the Indians by Peter Minuit, 1626.
10—National Golf Week, May 10-17; Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
11—Mother's Day; Raisin Week, May 11-17; Minnesota entered Union, 1858.
12—National Hospital Day; Peace Week, May 12-18.
15—Straw Hat Day, some cities; air mail service established, 1918.
16—‡National Cotton Week, May 16-24.
17—West Coast Relays in Fresno, Cal.; First Kentucky Derby, 1875.
18—‡National First Aid Week, May 18-24; ‡Foreign Trade Week, May 18-24; National Poetry Week, May 18-25; International Good Will Day.
20—Buddy Poppy Week, May 20-30.
21—Outdoor Cleanliness Day in New York; Lindbergh's Paris Flight, 1927.
22—Ascension Day (Parochial schools closed); National Maritime Day.
23—South Carolina joined Union, 1788.
24—National Tennis Week, May 24-31; first horse-drawn railroad opened to traffic, 1830; Empire Day in Canada; telegraph first used, 1844.
25—Advertising Federation of America Convention, May 25-29, at Boston; Ralph Waldo Emerson, born 1803.
27—Golden Gate Bridge, San Francisco (world's largest suspension bridge), opened 1938.
28—Dionne Quintuplets born at Callender, Ontario, 1934.
29—Rhode Island joined Union, 1790; Wisconsin joined Union, 1848.
30—Memorial Day (except Alabama, Georgia, Arkansas, Florida, Louisiana, Mississippi, North Carolina, South Carolina and Texas); Confederate Memorial Day in Virginia.

JUNE

Flower—Rose, Honeysuckle; Birthstone—Moonstone, Pearl.

1—Kentucky entered Union, 1792; Tennessee entered Union, 1796.
2—N. R. D. G. A. Mid-year Convention—Hotel Stevens, Chicago, June 2-6.
3—Confederate Memorial Day (Louisiana, Tennessee); Jefferson Davis born, 1808 (celebrated in Alabama, Arkansas, Florida, Georgia, Mississippi, South Carolina, Texas and Virginia).
6—Nathan Hale, patriot, born 1755.
8—Children's Day celebrated in churches; second anniversary of visit of King and Queen to Washington, D. C.
9—National Luggage and Leather Goods Week, June 9-14; John Howard Payne, author "Home, Sweet Home" born 1791.
10—National Flower Shut-in Day.
12—New York City incorporated 1655.
14—Flag Day; Children's Day (for commercial purposes); Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born 1811.
15—Father's Day; Send a Child to Camp Week, June 15-21; Arkansas joined Union, 1836; Federal income tax, 2nd payment.
17—Bunker Hill Day in Boston.
20—West Virginia joined Union, 1863.

JUNE (Continued)

21—Summer begins; New Hampshire joined Union, 1788.
23—National Swim-for-Health Week, June 23-28; C. L. Sholes patented typewriter, 1869.
25—Virginia admitted to Union, 1788.
26—American troops landed in France, 1917.
29—National Education Ass'n. Convention, June 29-July 3; Tea Week, June 29-July 5.

JULY

Flower—Water Lily, Sweet Pea; Birthstone—Onyx, Ruby.

1—Tea Week (continued); camp season opens about now; Dominion Day in Canada.
3—Idaho admitted to Union, 1890.
4—Independence Day; first road test of auto, 1894; Nathaniel Hawthorne, born 1804.
7—Air mail service—New York to California—established 1929.
10—Howard Hughes started (at Brooklyn) fastest round-the-world flight, 1938.
11—John Quincy Adams born; Tri-Borough Bridge, New York, opened, 1936.
14—Stars and Stripes adopted, 1777; Bastille Day—first celebrated in U. S. in 1914; first World's Fair in U. S., 1853.
15—St. Swithin's Day.
16—District of Columbia established, 1790.
18—United States - Canada St. Lawrence Treaty, 1932.
21—Pioneer Day in Utah.
25—Occupation Day in Puerto Rico.
26—Postal system established, 1775; N. Y. ratifies Constitution, 1788.
28—Beginning of World War, 1914.

AUGUST

Flower—Poppy, Gladiola; Birthstone—Cornelian, Topaz, Sardonyx, Peridot.

1—Colorado joined Union, 1876.
3—Summer Session Bridge Championships, Aug. 3-9; Germany declared war on England and France, 1914.
4—Percy Bysse Shelly born 1792.
5—First cable message between America and Europe, 1858.
6—Alfred Lord Tennyson born 1809.
9—First steam locomotive train operated, 1831; Francis Scott Key born 1780.
10—Missouri admitted to Union, 1821.
12—Sewing machine patents granted to J. N. Singer and A. B. Wilson, 1851.
13—Occupation Day in Philippines.
15—Feast of Assumption, Holy Day; Panama Canal opened, 1914 (traffic began July 12, 1920); Sir Walter Scott born 1771.
16—Battle of Bennington (celebrated in Vermont).
17—Fulton's first steamboat made trip New York to Albany, 1807.
18—Virginia Dare, first child of English parents born in America at Roanoke Island, 1587; Thousand Islands International Bridge between United States and Canada opened 1938.
19—National Aviation Day.
22—Red Cross established in Geneva, 1864; Oliver Wendell Holmes born 1809.
26—Woman Suffrage—19th Amendment—1920.
27—First petroleum well opened, Titusville, Pa., 1859.
30—Germany declared war on Poland, 1939; National Air Races in Cleveland, Aug. 30-31-Sept. 1.
31—Labor Sunday.

SEPTEMBER

Flower—Morning Glory, Aster; Birthstone—Beryl, Chrysolite, Sapphire.

1—Labor Day, established 1884, U. S. first country to set aside day for labor; Germany invaded Poland, 1939; National Air Races in Cleveland; first air express service, 1927.
2—Treasury Department created, 1789.
3—England and France entered into state of war against Germany, 1939.
4—Henry Hudson, in "Half Moon," discovered Manhattan, 1609.
5—First Continental Congress opened in Philadelphia, 1774.
6—King Carol of Rumania, abdicated throne, 1940; Lafayette Day (Lafayette born 1757); also celebration of Battle of Marne, 1914.
7—Boulder Dam in operation, 1936.
8—Schools open in most communities; globe circumnavigated in 1522.
9—California joined Union, 1850.
10—Elias Howe patented sewing machine, 1846.
12—164th birthday of New York State; Defender's Day in Maryland.
13—Star-Spangled Banner written in 1814; National Felt-Hat Day.

(Continued on page 57)

XUM

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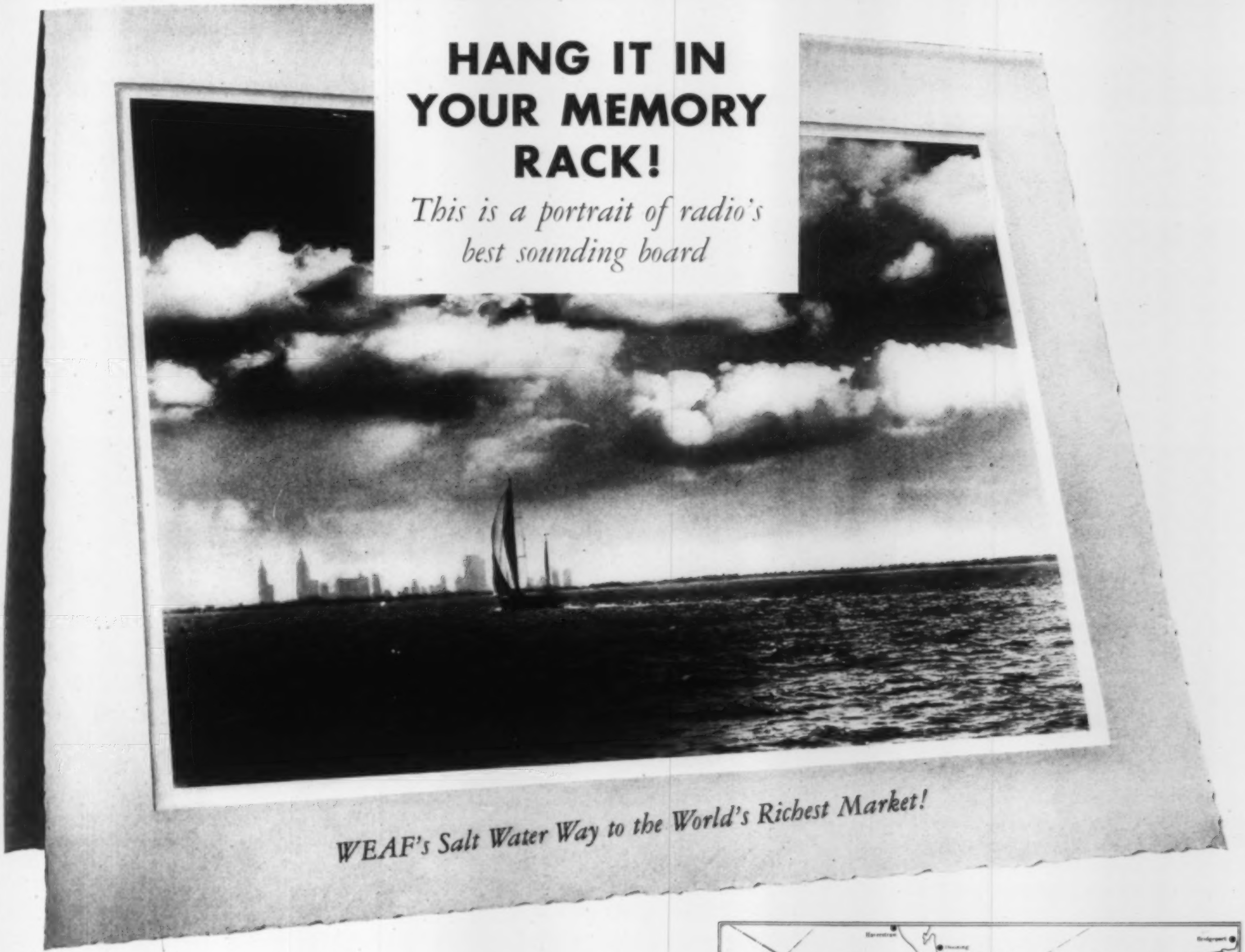

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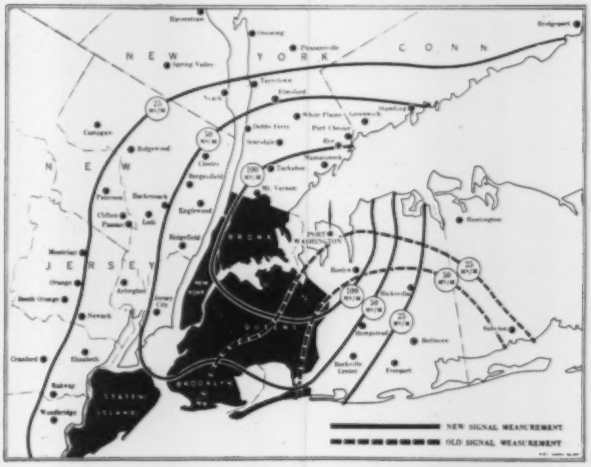
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Tarrytown
Nyack
Elmsford
Stamford
Greenwich
White Plains
Dobbs Ferry
Port Chester
Rye
Scarsdale
Mamaroneck
Tuckahoe
Mt. Vernon
25 MV/M
50 MV/M
100 MV/M
NEW JERSEY
Ridgewood
Closter
Bergenfield
Englewood
Hackensack
Paterson
Clifton
Passaic
Lodi
Ridgefield
Montclair
Orange
South Orange
Arlington
Jersey City
Newark
Elizabeth
Cranford
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STATEN ISLAND
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ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1941

With All Available Dates and Names and Addresses of Sponsors

Further information on any activity, or later data on any dates marked Tentative(‡), will be supplied upon request by the Sales Promotion Division of the National Retail Dry Goods Association, 101 West 31st St., New York, through whose courtesy this index is published, or by the sponsors.

EVENT	DATE	SPONSOR
Advertising Fed. of Am. Conv., Boston, Mass.	May 25-29	Advertising Federation of America, 330 West 42nd St., N. Y.
Air Races, National, in Cleveland (if held)	Aug. 30-31-Sept. 1	National Air Races of Cleveland, Union Commerce Bldg., Cleveland, O.
All Saints' Day	Nov. 1	Holy Day
American Education Week	Nov. 10-16	National Education Assn. of U. S. 1201 16th St., N. W., Washington, D. C.
American Indian Day	Sept. 28	Indian Confederation of America, Dr. A. Cumming, 150 W. 64th St., N. Y.
Am. Inst. and Engineering Fair, New York (formerly Children's Science Fair)	Apr. 27-May 4	American Institute, 60 East 42nd St., N. Y.
American Legion Convention, Milwaukee	Sept. 15-18	American Legion, Indianapolis, Ind.
American Red Cross	Organized 1881 Chartered 1905	
American Toy Fair in New York	Mar. 17-29	Toy Manufacturers' Assn., 200 Fifth Avenue, N. Y.
Apple Week, National	Oct. 31-Nov. 6	International Apple Assn., 1108 Mercantile Bldg., Rochester, N. Y.
April Fool's Day	Apr. 1	
Arbor Day	Various	See World Almanac or write, U. S. Department of Agriculture
Armistice Day	Nov. 11	
Army Day	Apr. 6	Military Order of World War, 1518 K St., N. W., Washington, D. C.
Art Week, American	Nov. 1-7	Am. Artists' Professional League, Mrs. Topping Green, Long Branch, N. J.
Ascension Day, American	May 22	Holy Day
Ash Wednesday (Beginning of Lent)	Feb. 26	Holy Day
Assumption, Feast of	Aug. 15	Holy Day
Author's Day National	Nov. 1	Mrs. Nellie V. Burt McPherson, Bement, Ill.
Automobile Show, New York	‡October	National Automobile Assn., 366 Madison Avenue, N. Y.
Autumn Begins	Sept. 23	
Aviation Day, National	Aug. 19	President's Proclamation
Baby Week, National	Apr. 28-May 3	Earnshaw Publications, Inc., 71 West 35th St., N. Y.
Baseball Week, National	Mar. 29-Apr. 5	Sporting Goods Dealer, St. Louis, Mo.
Basketball Season Opens	‡December	
Be Kind to Animals Anniversary	Apr. 20-26	American Humane Assn., 135 Washington Ave., Albany, N. Y.
Better American Speech Week	Feb. 20-26	Nat. Assn. for American Speech, 174 West 76th St., N. Y.
Better Homes Week, National	Apr. 27-May 3	Purdue Research Foundation, Lafayette, Ind.
Better Parenthood Week	Sept. 22-28	The Parents' Magazine, 52 Vanderbilt Avenue, N. Y.
Better Light — Better Sight Month	October	Better Light-Better Sight Bureau, 420 Lexington Ave., N. Y.
Book Week	‡Nov. 16-22	Book Week Committee, 62 W. 45th St., N. Y.
Bowling Championship, International, in St. Paul, Minnesota	Mar. 13-Apr. 28	American Bowling Congress, Home Bank Bldg., Milwaukee, Wis.
Boy Scout Anniversary Week	Feb. 7-13	Boy Scouts of America, 2 Park Ave., N. Y.
Bridge Championship (Summer Session	‡Aug. 3-9	American Contract Bridge League, Park Central Hotel, N. Y.
Bridge Championship (Fall Session)	Dec. 2-8	" " " "
Bridge Olympics, World	Apr. 17	
Buddy Poppy Week	May 20-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Business Show, National, New York	Feb. 3-8	National Business Show Company, 50 Church St., N. Y.
Business Women's Week	‡During October	Natl. Federation of Business and Professional Women's Clubs, Inc., 1819 Broadway, N. Y.
Camp Season	Opens July 1	
Camp Week, Send a Child to	June 15-21	Children's Welfare Fed. of N. Y. C., 435 Ninth Ave., N. Y.
Camps for Girl Scouts (Summer)	Open July 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Camp for Girl Scouts (Winter)	Open Dec. 1-Mar. 1	" " " " "
Canadian Thanksgiving Day	Oct. 9	
Candlemas or Ground Hog Day	Feb. 2	
Channukah (1st day)	Dec. 15	Holy Day
Channukah (last day)	Dec. 22	Holy Day
Cherry Week, National	Feb. 15-22	National Cherry Week Committee, Fremont, Mich.
Child Health Day or May Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.
Child Labor Day (in Synagogues)	Jan. 25	National Child Labor Day Committee, 419 Foutr Ave., N. Y.
Child Labor Day (in Churches)	Jan. 26	National Child Labor Day Committee, 419 Fourth Ave., N. Y.
Child Labor Day (in Schools)	Jan. 27	National Child Labor Day Committee, 419 Fourth Ave., N. Y.
Children's Day (in Churches)	June 8	Board of Domestic Missions, 25 East 22nd St., N. Y.
Children's Day (Commercial)	June 14	Board of Domestic Missions, 25 East 22nd St., N. Y.

EVENT	DATE	SPONSOR
Christmas Day	Dec. 25	
Christmas Seal Campaign, National	‡Nov. 25-Dec. 25	New York Tuberculosis Association, 386 Fourth Ave., N. Y.
Circus in New York	‡Apr. 8-27	Ringling Bros., Barnum & Bailey, Sarasota, Florida
Columbus Day	Oct. 12	
Conservation Week	Apr. 1-7	National Life Conservation Society, 2239 Tiebout Ave., N. Y.
Constitution Day	Sept. 17	
Constitution Week	Sept. 16-21	Constitution Educational Association, 28 E. Jackson Blvd., Chicago, Ill.
Cotton Week, National	‡May 16-24	Cotton Textile Institute, 320 Broadway, N. Y.
Day of Atonement (Yom Kippur)	Oct. 1	
Daylight Saving Time begins	Apr. 27	
Daylight Saving Time ends	Sept. 28	
Decoration Day (Memorial Day)	May 30	
Defense Week, National	Feb. 12-22	Reserve Officers Assn. of U. S., 1653 Penn Ave., Washington, D. C.
Demonstration, National Retail	‡September 15-19	National Retail Dry Goods Association, 101 W. 31st St., N. Y.
Display Week, National	‡March 3-8	International Assn. of Display Men, Evening Star Bldg., Wash, D. C.
Dog Show, New York	Feb. 11-12	Westminster Kennel Club, 590 Madison Ave., N. Y.
Dog Week, National	Sept. 21-27	National Dog Week Committee, 3323 Michigan Blvd., Chicago, Ill.
Donut Week, National	Oct. 26-Nov. 1	Doughnut Corporation of America, 1170 Broadway, N. Y.
Drama Week, National	Feb. 9-16	Drama League—c/o Mrs. Samuel Newton, 1125 Park Ave., N. Y.
Easter Sunday	Apr. 13	
Egg Week, National	May 1-7	National Poultry Council, East Greenwich, R. I.
Election Day	Nov. 4	
Fall begins	Sept. 23	
Farm Day	Mar. 8	
Father's Day	June 15	Father's Day Committee, New York
Father and Son Week	Nov. 10-16	Intl. Council of Relig. Education, 203 N. Wabash Ave., Chicago, Ill.
Feast of Lots (Purim)	Mar. 13	Holy Day
Feast of Tabernacles (Succoth) 1st day	Oct. 6	Holy Day
Feast of Tabernacles (Succoth) 2nd day	Oct. 7	Holy Day
Feast of Weeks (Shavuoth) 1st day	June 1	Holy Day
Feast of Weeks (Shavuoth) 2nd day	June 2	Holy Day
Felt Hat Day	Sept. 13	Hat Institute, 358 Fifth Ave., N. Y.
Fire Prevention Week	Oct. 5-11	National Board of Fire Underwriters, 85 John St., N. Y.
First Aid Week, National	‡May 18-24	National Ass'n. of Retail Druggists, 205 W. Wacker Drive, Chicago, Ill.
Fishermen's Week, National	Apr. 26-May 3	Sporting Goods Dealer, St. Louis, Mo.
Flag Day	June 14	
Flower Show, International, in New York	Mar. 17-22	Horticultural Society of N. Y., 598 Madison Ave., New York
Flower Shut-In Day, National	June 10	
Football Season Opens	‡Sept. 27	
Foot Health Week, National	Apr. 21-26	National Foot Health Council, Phoenix Bldg., Rockland, Mass.
Forefather's Day	Dec. 21	
Foreign Trade Week	‡May 18-24	U. S. Chamber of Commerce, Washington, D. C.
Furniture Week, National	‡Oct. 4-11	National Retail Furniture Assn., 666 Lake Shore Dr. Chicago, Ill.
Garden Week National	Apr. 13-19	
Girl Scout Anniversary Week	Mar. 12-18	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Birthday	Mar. 12	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Week	Oct. 26-Nov. 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Summer Camps	Open July 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Girl Scout Winter Camps	Open Dec. 1-Mar. 1	Girl Scouts, Inc., 570 Lexington Ave., N. Y.
Gold Star Mother's Day	Sept. 28	Resolution by 74th Congress
Golden Gate Bridge, San Francisco	Opened May 27, 1938	
Golf Week, National	May 10-17	Sporting Goods Dealer, St. Louis, Mo.
Good Friday	Apr. 11	
Grocers' Week, National Retail	‡October	Natl. Assn. Retail Grocers, 360 N Michigan Ave., Chicago, Ill.
Ground Hog or Candlemas Day	Feb. 2	
Hallowe'en	Oct. 31	
Hardware Open House, National (Spring)	May 1-10	Natl. Retail Hardware Assn., Security Trust Bldg., Indianapolis
Hardware Open House, National (Fall)	Oct. 2-11	
Hobby Week, National	Dec. 25-Jan. 1	The Hobby Guild of America, 11 West 42nd St., N. Y.
Hockey Season Opens	‡November	
Holy or Maundy Thursday	Apr. 10	
Horse Show, National, in New York	‡Nov. 5-12	National Horse Show Association, 90 Broad St., N. Y.
Hospital Day, National	May 12	American Hospitals Association, 22 E. Ontario St., Chicago, Ill.
Humane Sunday	Apr. 20	American Humane Association, 135 Washington Ave., Albany, N. Y.
Hunting Season	October	

(Continued on page 44)

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ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1941

(Continued from page 42)

EVENT	DAY	SPONSOR
Ice Carnival, in New York	‡March	Skating Clubs of New York, 320 West 50th St., N. Y.
Ice Follies, Opens in N. Y.	‡December	Madison Square Garden Corp., New York, N. Y.
Immaculate Conception, Feast of	Dec. 8	Holy Day
Inauguration Day	January 20	
Independence Day	July 4	
International Association of Display Men's Convention in Chicago	‡June	Intl. Assn. of Display Men, Eveing Star Bldg., Washington, D. C.
International Flower Show, in New York	Mar. 17-22	Horticultural Society of N. Y., 598 Madison Ave., N. Y.
International Golden Rule Week	Dec. 7-14	Golden Rule Foundation, 60 East 42nd St., N. Y.
International Good Will Day	May 18	World Fellowship, 155 N. Clark St., Chicago, Ill.
Inventors of America Exhibit, Dallas, Tex.	Mar. 4-7	Albert Burns, P. O. Box 147, Oakland, Cal.
Labor Day	Sept. 1	
Labor Sunday	Aug. 31	
Lafayette Day	Sept. 6	
Lent begins	Feb. 26	
Lent ends	Apr. 12	
Letter Writing Week, National	‡Oct. 5-11	Paper Stationery and Tablet Mfrs. Assn., 527 Fifth Ave., N. Y.
Lincoln's Birthday	Feb. 12	
Loyalty Days	Oct. 4 and 5	Golden Rule Foundation, 60 East 42nd St., N. Y.
Luggage Week, National	June 9-14	Luggage and Leather Goods, 1170 Broadway, N. Y.
Maritime Day, National	May 22	National Maritime League, 11 Broadway, N. Y.
May Day or Child Health Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.
Memorial Day (Decoration Day)	May 30	
Mother's Day	May 11	Orig. by Ann Jarvis, Phila., 1908, Proclaimed by Pres. Wilson, 1914
Motor Boat Show, National, in New York	Jan. 10-18	Assn. of Engine and Motor Boat Mfrs., 420 Lexington Ave., N. Y.
Music Week, National	May 4-11	National Music Week Committee, 45 West 45th St., N. Y.
Nationally Advertised Brands Week	‡Oct. 2-12	Drug Topics, 330 West 42nd St., N. Y.
National Aviation Day	Aug. 19	President's Proclamation
National Education Ass'n. Convention	June 29-July 3	National Educational Assn., 1201 16th St., N.W., Wash., D. C.
National Hardware Open House (Spring)	May 1-10	Natl. Retail Harware Assn., Security Trust Bldg., Indianapolis
National Hardware Open House (Fall)	Oct. 2-11	" " " "
Nat. Open Polo Champ., Westbury, L. I.	‡September	United States Polo Assn., 551 Fifth Ave., N. Y.
National Retail Demonstration	‡Sept. 15-19	National Retail Dry Goods Assn., 101 W. 31st St., N. Y.
National Retail Grocers' Week	‡October	National Assn. of Retail Grocers, 360 N. Mich. Ave., Chicago, Ill.
National Retail Dry Goods Assn. Annual Convention in New York	Jan. 13-17	National Retail Dry Goods Assn., 101 W. 31st St., N. Y.
National Retail Dry Goods Assn. Mid-Year Convention in Chicago, Hotel Stevens	June 2-6	National Retail Dry Goods Assn., 101 W. 31st St., N. Y.
National Ski Championship, Seattle, Wash.	Mar. 2	Alf Halverson, Nansen Ski Club, Berlin, N. H.
Navy Day	Oct. 27	Navy Department, Washington, D. C.
Newspaper Boys' Week, National	Sept. 21-27	Newspaper Boys of America Inc., Indianapolis, Ind.
New Year's Day	Jan. 1	
Notion Market Week	Feb. 3-8	National Notion Association,
Notion Week, National	Apr. 21-26	1170 Broadway, N. Y.
Official Speech Week	Nov. 5-10	National Assn. of American Speech, 174 W. 76th St., N. Y.
Old Christmas Day (Epiphany)	Jan. 6	
Open Polo Championship, Westbury, L. I.	‡September	United States Polo Assn., 551 Fifth Ave., N. Y.
Open School Week	Nov. 10-16	Board of Education, N. Y., Park Ave. & 59th St., N. Y.
Opera Season	November	
Outdoor Cleanliness Day	‡May 21	Outdoor Cleanliness Assn., 111 East 48th St., N. Y.
Palm Sunday	Apr. 6	
Pan-American Day	Apr. 14	
Passover (1st day)	Apr. 12	Holy Day
Passover (2nd day)	Apr. 13	Holy Day
Passover (7th day)	Apr. 18	Holy Day
Passover (Last day)	Apr. 19	Holy Day
Peace Week	May 12-18	World Fellowship, 155 N. Clark St., Chicago, Ill.
Peanut Week, National	Jan. 23-31	National Peanut Council, 312 Amer. Bk. Bldg., Suffolk, Va.
Pennsylvania Relay Carnival	Apr. 25-26	Pennsylvania University, Philadelphia, Pa.
Pharmacy Week, National	‡Oct. 19-25	American Pharmaceutical Assn., 2215 Constitution Ave., Wash., D. C.
Poetry Week	May 18-25	
Polo Matches, National Open, Westbury, L. I.	‡September	United States Polo Assn., 551 Fifth Ave., N. Y.
Poppy Week	May 20-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Prosperity Week, National	Dec. 1-6	Christmas Clubs, 341 Madison Ave., N. Y.
Purim (Feast of Lots)	Mar. 13	
Raisin Week, National	May 11-17	Fresno Co. Chamber of Commerce, 1039 H St., Fresno, Cal.
Red Cross Birthday (International)	Aug. 22, 1864	
Red Cross (American)	Organized 1881 Chartered 1905	
Red Cross Week	Nov. 11-30	American Red Cross, 315 Lexington Ave., N. Y.
Restaurant Week, National	May 5-11	National Restaurant Assn., 666 Lake Shore Dr., Chicago, Ill.
Rodeo at Madison Square Garden, N. Y.	‡Oct. 8-26	
Rosh Hashanah (1st day)	Sept. 22	Jewish New Year
Rosh Hashanah (2nd day)	Sept. 23	Jewish New Year
St. Patrick's Day	Mar. 17	
St. Swithin's Day	July 15	
St. Valentine's Day	Feb. 14	
School Administrators' Conv.	Feb. 22-27	Nat'l Education Assn. of U. S., 1201 16th St., N.W., Washington, D. C.
Schools Open in New York	Sept. 8	
Send a Child to Camp Week	June 15-21	Children's Welfare Fed. of N. Y. C., 325 E. 38th St., N. Y.
Sew and Save Week, National	Feb. 22-Mar. 1	National Needlecraft Bureau, 385 Fifth Ave., N. Y.
Silk Parade	‡Sept. 22-27	International Silk Guild Inc., 250 Fifth Ave., N. Y.
Sportsmen's Show, National (New York)	Feb. 15-23	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Boston)	Feb. 1-9	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Detroit)	Mar. 8-16	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Spring begins	Mar. 20	
Straw Hat Day in many cities	May 15	
Summer begins	June 21	
Swim-for-Health Week, National	June 23-28	Nat'l Swim for Health Committee Martin Stern, 122 E. 42nd St., N. Y.
Tea Week (Hot)	Jan. 26-31	Tea Bureau Inc.,
Tea Week (Iced)	June 29-July 5	500 Fifth Ave., N. Y.
Tennis Week, National	May 24-31	Sporting Goods Dealer, St. Louis, Mo.
Thanksgiving Day	Nov. 20 (27)	Presidential Proclamation
Thanksgiving Day, Canadian	Oct. 9	
Thrift Week, National	Jan. 17-23	National Thrift Week Committee, J. Robert Stout, 22 Park Pl., N. Y.
Thousand Islands International Bridge between U. S. and Canada opened	Aug. 18, 1938	
Tobacco Week	Jan. 12-18	Natl. Assn. of Tobacco Distributors, 200 Fifth Ave., N. Y.
Toy Fair, American	Mar. 17-29	Toy Manufacturers' Assn. of U. S. 200 Fifth Ave., N. Y.
Valentine's Day (Saint)	Feb. 14	
Washington's Birthday	Feb. 22	
West Coast Relays, Calif.	May 17	Fresno State College, Fresno, Cal.
Wine Week, National	‡Oct. 12-19	Wine Advisory Board, 82 2nd St., San Francisco, Cal.
Wild Life Restoration Week	‡Mar. 16-22	Wild Life Federation, 1626 K St., N.W., Wash., D. C.
Winter begins (Cent., Mt., Pac., St. Time)	Dec. 21	
Winter begins (Eastern Standard Time)	Dec. 22	
World Bridge Olympics	Apr. 17	American Contract Bridge League. Park Central Hotel, N. Y.
World Series (Baseball)	October	Professional Baseball, National & American Leagues
Yom Kippur (Day of Atonement)	Oct. 1	Holy Day

In the Twin Cities' Market
8 OF THE 10 TOP STARS
Chosen in Radio Daily's Nationwide Critics' Poll Are Heard Exclusively Over
KSTP
Minneapolis-St. Paul • NBC Basic Red Network
50,000 Watts—Clear Channel

EARLY IN

1941

WFCI

1000 WATTS FULL TIME

Serving New England's 2nd Largest Market

- ★ PROVIDENCE, R. I.
- ★ PAWTUCKET, R. I.
- ★ WOONSOCKET, R. I.
- ★ NEWPORT, R. I.

and contiguous territory
(R. I. — Mass. — Conn.)
with a total population
of over

1,000,000

●

PAWTUCKET BROADCASTING CO., Inc.
Studios and Offices: 450 Main Street
PAWTUCKET, RHODE ISLAND

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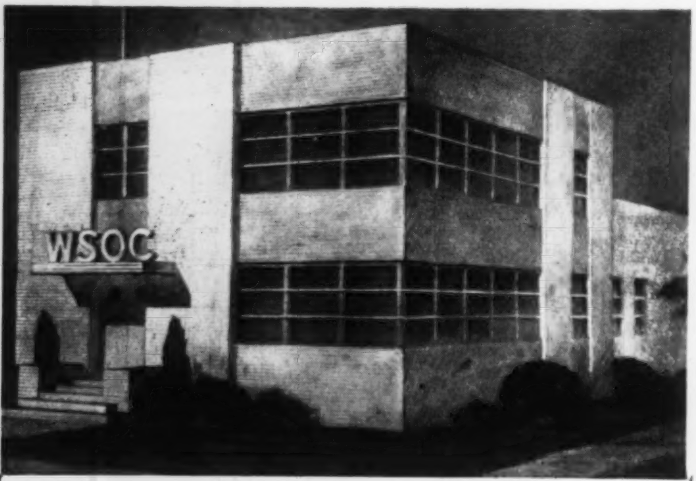

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RADIO STATION WSOC, INC.
Charlotte, North Carolina

NBC RED and MUTUAL

***Represented by* Headley-Reed Co.**

New York • Chicago • Detroit • Atlanta

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East North Central	..	..	26,626,342	25,297,185	5.3
West North Central	..	..	13,516,990	13,296,915	1.7
South Atlantic	..	..	17,823,151	15,793,589	12.9
East South Central	..	..	10,778,225	9,887,214	9.0
West South Central	..	..	13,064,525	12,176,830	7.3
Mountain	..	..	4,150,003	3,701,789	12.1
Pacific	..	..	9,733,262	8,194,433	18.8
New England:					
Maine	35	35	847,226	797,423	6.2
New Hampshire	45	42	491,524	465,293	5.6
Vermont	46	46	359,231	359,611	—0.1
Massachusetts	8	8	4,316,721	4,249,614	1.6
Rhode Island	36	37	713,346	687,497	3.8
Connecticut	31	29	1,709,242	1,606,903	6.4
Middle Atlantic:					
New York	1	1	13,479,142	12,588,066	7.1
New Jersey	9	9	4,160,165	4,041,334	2.9
Pennsylvania	2	2	9,900,180	9,631,350	2.8
East North Central:					
Ohio	4	4	6,907,612	6,646,697	3.9
Indiana	12	11	3,427,796	3,238,503	5.8
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South Dakota	38	36	642,961	692,849	—7.2
Nebraska	32	32	1,315,834	1,377,963	—4.5
Kansas	29	24	1,801,028	1,880,999	—4.3
South Atlantic:					
Delaware	47	47	266,505	238,380	11.8
Maryland	28	28	1,821,244	1,631,526	11.6
District of Columbia	37	41	663,091	486,869	36.2
Virginia	19	20	2,677,773	2,421,851	10.6
West Virginia	25	27	1,901,974	1,729,205	10.0
North Carolina	11	12	3,571,623	3,170,276	12.7
South Carolina	26	26	1,899,804	1,738,765	9.3
Georgia	14	14	3,123,723	2,908,506	7.4
Florida	27	31	1,897,414	1,468,211	29.2
East South Central:					
Kentucky	16	17	2,845,627	2,614,589	8.8
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Alabama	17	15	2,832,961	2,646,248	7.1
Mississippi	23	23	2,183,796	2,009,821	8.7
West South Central:					
Arkansas	24	25	1,949,387	1,854,482	5.1
Louisiana	21	22	2,363,880	2,101,593	12.5
Oklahoma	22	21	2,336,434	2,396,040	—2.5
Texas	6	5	6,414,824	5,824,715	10.1
Mountain:					
Montana	40	39	559,456	537,606	4.1
Idaho	43	43	524,873	445,032	17.9
Wyoming	48	48	250,742	225,565	11.2
Colorado	33	33	1,123,296	1,035,791	8.4
New Mexico	42	45	531,818	423,317	25.6
Arizona	44	44	499,261	435,573	14.6
Utah	41	40	550,310	507,847	8.4
Nevada	49	49	110,247	91,058	21.1
Pacific:					
Washington	30	30	1,736,191	1,563,396	11.1
Oregon	34	34	1,089,684	953,786	14.2
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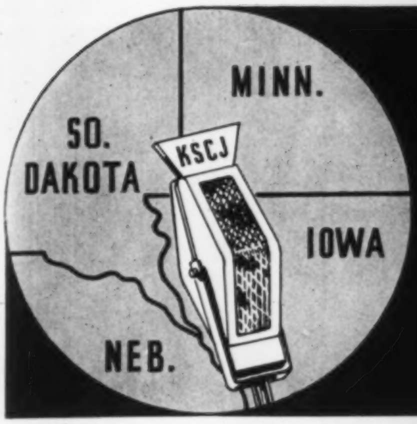

Reach the Best of 1,688,810 Responsive Listeners

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SOUTH DAKOTA
MINNESOTA
Sioux City
IOWA
NEBRASKA

Eugene T. Flaherty, Manager | **Affiliated with NBC** | **Represented by George Hollingberry**

5000 WATTS

1330 KILOCYCLES
225.4 METERS

STATION KSCJ THE JOURNAL

SIOUX CITY, IOWA

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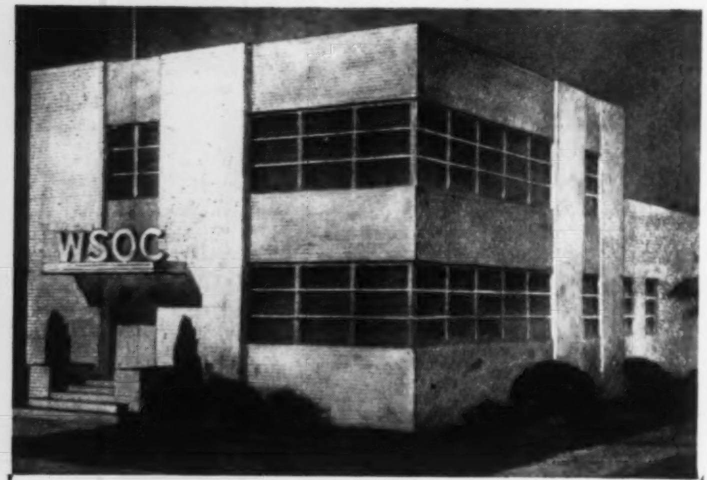

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XUM

MINN.
SO. DAKOTA
KSCJ
IOWA
NEB.

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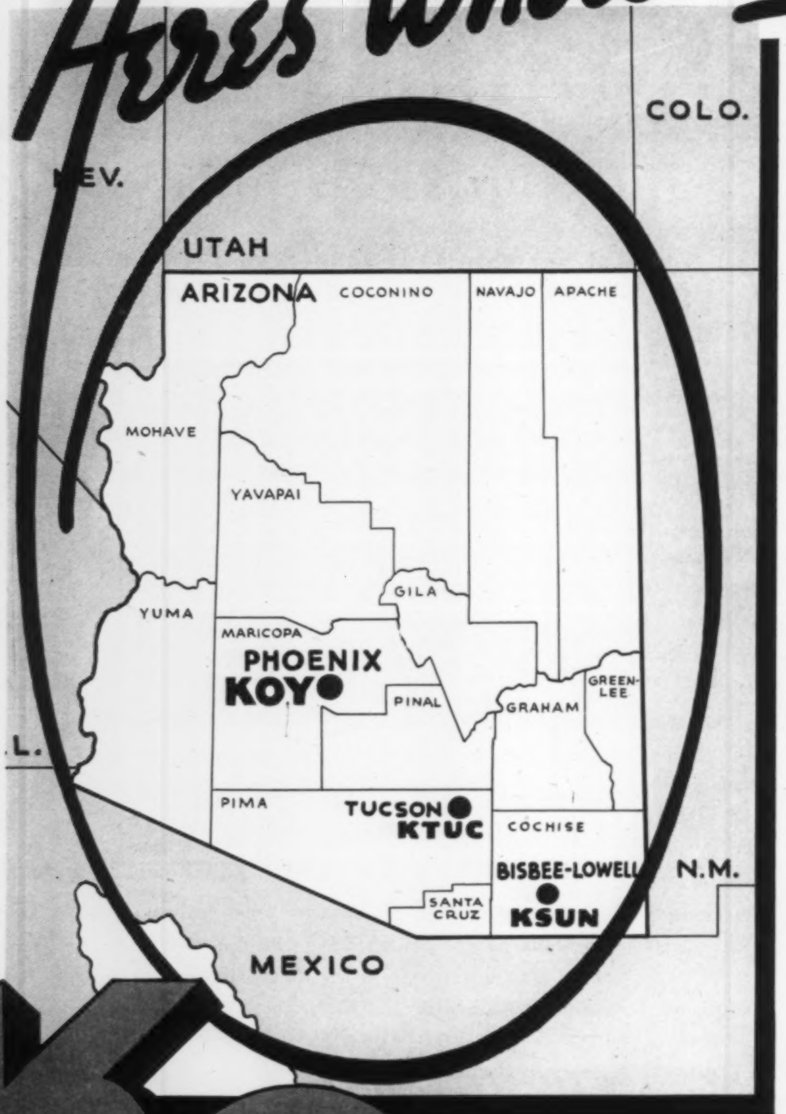

NEV.
COLO.
UTAH
ARIZONA
COCONINO
NAVAJO
APACHE
MOHAVE
YAVAPAI
GILA
YUMA
MARICOPA
PHOENIX
KOY
PINAL
GRAHAM
GREEN-LEE
PIMA
TUCSON
KTUC
COCHISE
BISBEE-LOWELL
KSUN
SANTA CRUZ
N.M.
CAL.
MEXICO

COVERAGE

WHERE COVERAGE COUNTS—that's the story of KOY, Phoenix. The **intensive** listening area of KOY covers 9 of Arizona's 14 counties—**the** 9 counties where most of the people are, where most of the radios are and where most of the business is done.

In 1930, 84.3% of the Arizona population lived in those 9 counties—an estimated 1940 population of 419,636. Those 9 KOY counties also contain 86.5% of the radio homes in the state, and in them 86.9% of the retail sales were made in 1939—over $126,000,000 !

That's the KOY market—concentrated to give you coverage where coverage counts.

AND THE

ARIZONA NETWORK

KOY is the key station of the Arizona Network, comprising KTUC, Tucson, and KSUN, Bisbee-Douglas. To take full advantage of local interests and gain fullest coverage of these leading city markets—place your advertising on the Arizona Network: KOY, Phoenix, KTUC, Tucson, and KSUN, Bisbee-Douglas.

NATIONAL REPRESENTATIVES

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

JOHN BLAIR & COMPANY

KOY

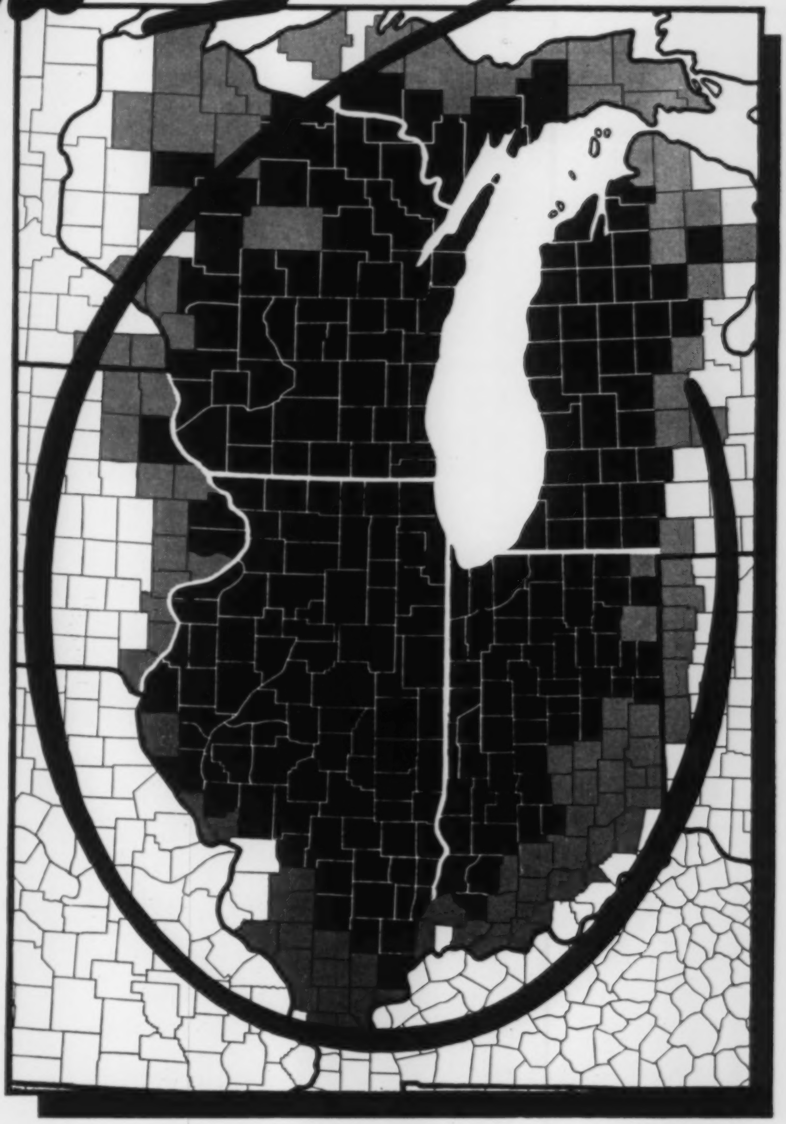
PHOENIX ARIZONA

550 KILOCYCLES

Phoenix . . . Burridge D. Butler, Chairman . . . Fred Palmer, Manager . . . 1000 Watts Day and Night . . . CBS affiliate. Key Station, The Arizona Network—KOY, Phoenix; KTUC, Tucson; KSUN, Bisbee

XUM

Here's Where We Come In



Write direct to us or to any John Blair office for large, four-color mail map showing exactly what percentage of radio homes in each county we heard from.

Copyright No. 1041 American Map Co., N. Y.

AND STAY IN

WE MIGHT ADD. For there's a vital difference between a radio station's "coming in" and "staying in." Millivolt maps show where a station can be heard (we have them, too), but it's more important to prove where a station is listened to.

We know WLS is listened to, because in 1939 listeners wrote us 1,117,956 letters. The map shows where they came from: black indicates over 15 letters per 100 radio homes; shaded, 5 to 15 letters per 100 radio homes. (Incidentally, we'll have over a million letters in 1940, too.)

And as for proof we "stay in"—we've received more than a million letters a year for ten years! (1940 will make it eleven!)

That's WLS listener loyalty—and that loyalty means

WLS GETS RESULTS

870 KILOCYCLES — 50,000 WATTS

WLS

CHICAGO

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

NATIONAL REPRESENTATIVES

JOHN BLAIR & COMPANY

NBC
BLUE AFFILIATE

THE PRAIRIE FARMER STATION

Burridge D. Butler, President *Glenn Snyder, Manager*

Log of U. S. Broadcast Stations Under Havana Treaty

Call Letter List as of Jaunary 1, 1941 Showing New Assignments Tentatively Scheduled for March 29, 1941

ABBREVIATIONS

U—Unlimited Time. D—Daytime. N—Night Time. S—Shares Time. SH—Specified Hours. LS—Power Until Local Sunset. L—Limited Time With Dominant Station. CP—Construction Permit.

EXPLANATION

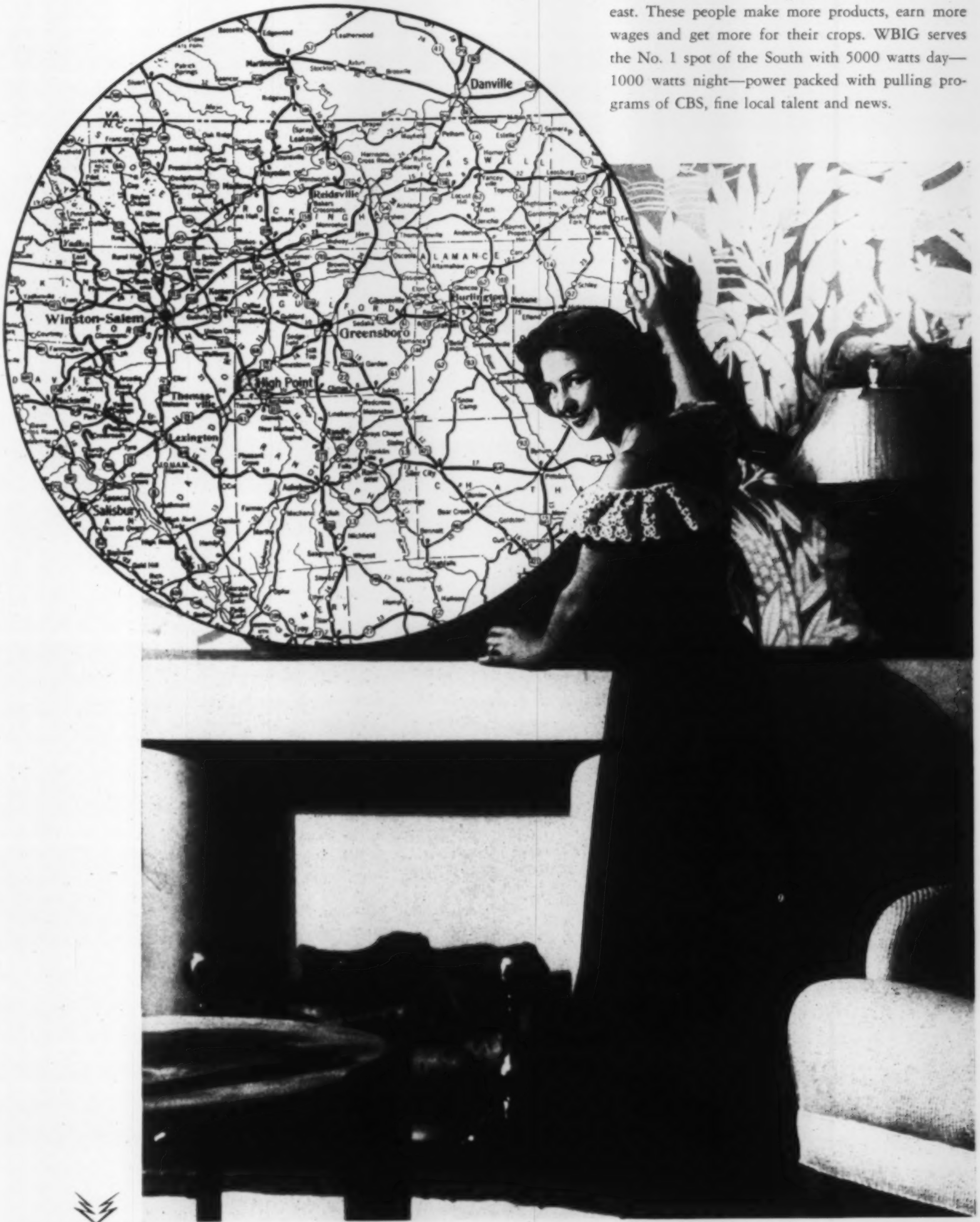
Powers shown are those at present authorized, except for local stations, all of which are listed for 250 watts fulltime in accord with treaty provisions. All times are U unless otherwise designated. Where LS and D powers are shown, the upper power designation is the night power. For definitions of station classes see Page 398.

(For text of North American Broadcasting Agreement, see Pages 398–407)

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
K						
KABC	San Antonio, Tex.	250	1420	1450	U	IV
KABR	Aberdeen, S. D.	5,000	1390	1420	U	III-A
KADA	Ada., Okla.	250	1200	1230	U	IV
KALB	Alexandria, La.	250	1210	1240	U	IV
KALE	Portland, Ore.	5,000	1300	1330	U	III-A
KAND	Corsicana, Tex.	250	1310	1340	U	IV
KANS	Wichita, Kan.	250	1210	1240	U	IV
KARK	Little Rock, Ark.	5,000	890	920	U	III-A
KARM	Fresno, Cal.	250	1310	1340	U	IV
KASA	Elk City, Okla.	250	1210	1240	U	IV
KAST	Astoria, Ore.	250	1200	1230	U	IV
KATE	Albert Lea, Minn.	250	1420	1450	U	IV
KAWM	Gallup, N. M.	250	1500	1490	U	IV
KBIX	Muskogee, Okla.	250	1500	1490	U	IV
KBIZ	Ottumwa, Ia.	250	1210	1240	U	IV
KBKR	Baker, Ore.	250	1500	1490	U	IV
KBND	Bend, Ore.	250	1310	1340	U	IV
KBPS	Portland, Ore.	250	1420	1450	S-KXL	IV
KBST	Big Spring, Tex.	250	1500	1490	U	IV
KBTM	Jonesboro, Ark.	250	1200	1230	U	IV
KBWD	Brownwood, Tex.	500	1350	1380	U	III-B
KCKN	Kansas City, Kan.	250	1310	1340	U	IV
KCMC	Texarkana, Tex.	250	1420	1450	U	IV
KCMO	Kansas City, Mo.	1,000 5,000—LS	1450	1480	U	III-B
KCRC	Enid, Okla.	250 (Proposed 1,000)	1360	1390	U	IV III-A
KCRJ	Jerome, Ariz.	250	1310	1340	U	IV
KDAL	Duluth, Minn.	250	1500	1490	U	IV
KDB	Santa Barbara, Cal.	250	1500	1490	U	IV
KDFN	Casper, Wyo.	1,000	1440	1470	U	III-B
KDKA	Pittsburgh, Pa.	50,000	980	1020	U	I-A
KDLR	Devils Lake, N. D.	250	1210	1240	U	IV
KDNT	Denton, Tex.	250	1420	1450	U	IV
KDON	Monterey, Cal.	250	1210	1240	U	IV
KDRO	Sedalia, Mo.	250	1500	1490	U	IV
KDTH	Dubuque, Ia.	1,000	1340	1370	U	III-B
KDYL	Salt Lake City, Utah	1,000 5,000—LS CP-5,000—U	1290	1320	U	III-A
KECA	Los Angeles, Cal.	1,000 5,000—LS CP-5,000	780	790	U	III-A
KELA	Centralia, Wash.	1,000	1440	1470	U	III-A
KELD	El Dorado, Ark.	250	1370	1400	U	IV
KELO	Sioux Falls, S. D.	250	1200	1230	U	IV
KENO	Las Vegas, Nev.	250	1370	1400	U	IV
KERN	Bakersfield, Cal.	1,000	1380	1410	U	III-A
KEUB	Price, Utah	250	1420	1450	U	IV
KEVR	Seattle, Wash.	250	1370	1400	S-KRKO	IV
KEX	Portland, Ore.	5,000 (Proposed 50,000)	1160	1190	U	II I-B
KEYS	Corpus Christi, Tex.	250	1500	1490	U	IV
KFAB	Lincoln, Neb.	10,000 (Proposed 50,000)	770	1110	U	I-B
KFAC	Los Angeles, Cal.	1,000	1300	1330	U	III-A
KFAM	St. Cloud, Minn.	250	1420	1450	U	IV
KFAR	Fairbanks, Alaska	1,000	610	610	U	III-A
KFBB	Great Falls, Mont.	1,000 5,000—LS CP-5,000	1280	1310	U	III-A
KFBC	Cheyenne, Wyo.	250	1420	1450	U	IV
KFBI	Wichita, Kan.	1,000 5,000—LS	1050	1070	U	II
KFBK	Sacramento, Cal.	10,000	1490	1530	U	I-B
KFDA	Amarillo, Tex.	250	1200	1230	U	IV
KFDM	Beaumont, Tex.	1,000	560	560	U	III-A
KFDY	Brookings, S. D.	1,000	780	790	SHD	III
KFEL	Denver, Col.	1,000 CP-5,000	920	950	U	III-A
KFEQ	St. Joseph, Mo.	500 2,500—LS	680	680	L-KPO	II
KFGQ	Boone, Ia.	250	1370	1400	SHD	IV
KFH	Wichita, Kan.	1,000 5,000—LS CP-5,000—U	1300	1330	U	III-A
KFI	Los Angeles, Cal.	50,000	640	640	U	I-A
KFIO	Spokane, Wash.	100	1120	1150	D	IV
KFIZ	Fond du Lac, Wis.	250	1420	1450	U	IV
KFJB	Marshalltown, Ia.	250	1200	1230	U	IV
KFJI	Klamath Falls, Ore.	250	1210	1240	U	IV
KFJM	Grand Forks, N. D.	500 1,000—LS	1410	1440	U	III-B
KFJZ	Fort Worth, Tex.	1,000 CP-5,000	1240	1270	U	III-A
KFKA	Greeley, Col.	1,000	880	910	S-KPOF	III-A
KFKU	Lawrence, Kan.	1,000 5,000—LS	1220	1250	S-WREN	III-A
KFMB	San Diego, Cal.	250	1420	1450	U	IV
KFNF	Shenandoah, Ia.	500 1,000—LS	890	920	S-KUSD	III-B
KFOR	Lincoln, Neb.	250	1210	1240	U	IV
KFOX	Long Beach, Cal.	1,000	1250	1280	U	III-A
KFPL	Dublin, Tex.	250	1310	1340	U	IV
KFPW	Ft. Smith, Ark.	250	1370	1400	U	IV
KFPY	Spokane, Wash.	5,000	890	920	U	III-A
KFQD	Anchorage, Alaska	250	780	790	SH	IV
KFRC	San Francisco, Cal.	5,000	610	610	U	III-A
KFRO	Longview, Tex.	1,000	1340	1370	U	III-B
KFRU	Columbia, Mo.	250	1370	1400	U	IV
KFSD	San Diego, Cal.	5,000	600	600	U	III-A
KFSG	Los Angeles, Cal.	1,000 2,500—LS	1120	1150	S-KRKD	III-A
KFUO	Clayton, Mo.	1,000 CP-5,000	830	850	L-KOA	II
KFVD	Los Angeles, Cal.	1,000	1000	1020	L-KDKA	II
KFVS	Cape Girardeau, Mo.	250	1370	1400	U	IV
KFWB	Los Angeles, Cal.	5,000	950	980	U	III-A
KFXD	Nampa, Ida.	250	1200	1230	U	IV
KFXJ	Grand Junction, Col.	250	1200	1230	U	IV
KFXM	San Bernardino, Cal.	250	1210	1240	S-KPPC	IV
KFYO	Lubbock, Tex.	250	1310	1340	U	IV
KFYR	Bismarck, N. D.	1,000 5,000—LS CP-5,000—U	550	550	U	III-A
KGA	Spokane, Wash.	5,000 (Proposed 10,000)	1470	1510	U	II I-B
KGB	San Diego, Cal.	1,000	1330	1360	U	III-A
KGBU	Ketchikan, Alaska	500	900	930	U	III-B
KGBX	Springfield, Mo.	5,000	1230	1260	U	III-A
KGCU	Mandan, N. D.	250 (Proposed 500 1,000—LS)	1240	1270	U	IV III-B
KGCX	Wolf Point, Mont.	1,000	1450	1480	U	III-A
KGDE	Fergus Falls, Minn.	250	1200	1230	U	IV
KGDM	Stockton, Cal.	1,000	1100	1130	D	II
KGEK	Sterling, Col.	250	1200	1230	U	IV
KGER	Long Beach, Cal.	1,000	1360	1390	U	III-A
KGEZ	Kalispell, Mont.	250 or 1,000	1310 1310	1340 1460	U U	IV III-B
KGFF	Shawnee, Okla.	250	1420	1450	U	IV

IN THIS MAGIC CIRCLE

More people live within 50 miles of Greensboro than in any other area of equal size in the Southeast. These people make more products, earn more wages and get more for their crops. WBIG serves the No. 1 spot of the South with 5000 watts day—1000 watts night—power packed with pulling programs of CBS, fine local talent and news.


Danville
Reidsville
Winston-Salem
Greensboro
High Point
Burlington
Thomasville
Lexington
Salisbury

5000 W. Day **WBIG** 1000 W. Night
CBS Affiliate

Greensboro, North Carolina

Edney Ridge, Director

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KGFI	Brownsville, Tex.	250	1500	1490	U	IV
KGFJ	Los Angeles, Cal.	250	1200	1230	U	IV
KGFL	Roswell, N. M.	250	1370	1400	U	IV
KGFW	Kearney, Neb.	250	1310	1340	U	IV
KGFX	Pierre, S. D.	200	630	630	SHD	IV
KGGF	Coffeyville, Kan.	1,000	1010	690	SH-WNAD	II
KGGM	Albuquerque, N. M.	1,000	1230	1260	U	III-A
KGHF	Pueblo, Col.	500	1320	1350	U	III-B
KGHI	Little Rock, Ark.	250	1200	1230	U	IV
KGHL	Billings, Mont.	1,000 5,000—LS CP-5,000	780	790	U	III-A
KGIR	Butte, Mont.	5,000	1340	1370	U	III-A
KGIW	Alamosa, Col.	250	1420	1450	SH-KIDW	IV
KGKB	Tyler, Tex.	250	1500	1490	U	IV
KGKL	San Angelo, Tex.	250	1370	1400	U	IV
KGKO	Fort Worth, Tex.	1,000 5,000—LS CP-5,000—U	570	570	U	III-A
KGKY	Scottsbluff, Neb.	250	1500	1490	U	IV
KGLO	Mason City, Ia.	250 CP-1,000	1210 CP-1270	1300	U	III-B
KGLU	Safford, Ariz.	250	1420	1450	U	IV
KGMB	Honolulu, T. H.	5,000	590	590	U	III-A
KGNC	Amarillo, Tex.	1,000 2,500—LS CP-5,000—LS	1410	1440	U	III-A
KGNF	North Platte, Neb.	1,000	1430	1460	D	III
KGNO	Dodge City, Kan.	250 1,000—LS	1340	1370	U	III-B
KGO	San Francisco, Cal.	7,500 (Proposed 10,000)	790	810	U	II I-B
KGU	Honolulu, T. H.	2,500	750	760	L-WJR	II
KGVO	Missoula, Mont.	1,000 5,000—LS	1260	1290	U	III-A
KGW	Portland, Ore.	1,000 5,000—LS	620	620	U	III-A
KGY	Olympia, Wash.	250	1210	1240	U—except when KTW operating	IV
KHAS	Hastings, Neb.	250	1200	1230	U	IV
KHBC	Hilo, T. H.	250	1200	1230	U	IV
KHBG	Okmulgee, Okla.	250	1210	1240	U	IV
KHJ	Los Angeles, Cal.	1,000 5,000—LS CP-5,000	900	930	U	III-A
KHQ	Spokane, Wash.	5,000	590	590	U	III-A
KHSL	Chico, Cal.	500 1,000—LS	1260	1290	U	III-B
KHUB	Watsonville, Cal.	250	1310	1340	U	IV
KICA	Clovis, N. M.	250	1370	1400	U	IV
KID	Idaho Falls, Ida.	500 5,000—LS	1320	1350	U	III-B
KIDO	Boise, Ida.	1,000 2,500—LS	1350	1380	U	III-A
KIDW	Lamar, Col.	250	1420	1450	SH-KGIW	IV
KIEM	Eureka, Cal.	500 1,000—LS	1450	1480	U	III-B
KIEV	Glendale, Cal.	250	850	870	D	II
KINY	Juneau, Alaska	1,000	1430	1460	U	III-A
KIRO	Seattle, Wash.	10,000	710	710	U	I-B
KIT	Yakima, Wash.	1,000	1250	1280	U	III-A
KITE	Kansas City, Mo.	1,000	1530	1590	U	III-A
KIUL	Garden City, Kan.	250	1210	1240	U	IV
KIUN	Pecos, Tex.	250	1370	1400	U	IV
KIUP	Durango, Col.	250	1370	1400	U	IV
KJBS	San Francisco, Cal.	500	1070	1100	L-WTAM	II
KJR	Seattle, Wash.	5,000 (Proposed 10,000)	970	1000	U	II I-B
KLAH	Carlsbad, N. M.	250	1210	1240	U	IV
KLBM	LaGrande, Ore.	250	1420	1450	U	IV
KLCN	Blytheville, Ark.	100	1290	1320	D	IV
KLO	Ogden, Utah	5,000	1400	1430	U	III-A
KLPM	Minot, N. D.	1,000	1360	1390	U	III-A
KLRA	Little Rock, Ark.	5,000	1390	1420	U	III-A
KLS	Oakland, Cal.	250 CP-1,000	1280	1310	U	III-A
KLUF	Galveston, Tex.	250	1370	1400	U	IV
KLX	Oakland, Cal.	1,000	880	910	U	III-A
KLZ	Denver, Col.	5,000	560	560	U	III-A
KMA	Shenandoah, Ia.	1,000 5,000—LS	930	960	U	III-A
KMAC	San Antonio, Tex.	250	1370	1400	S-KONO	IV
KMBC	Kansas City, Mo.	5,000	950	980	U	III-A
KMED	Medford, Ore.	1,000	1410	1440	U	III-A
KMJ	Fresno, Cal.	5,000	580	580	U	III-A
KMLB	Monroe, La.	250	1200	1230	U	IV
KMMJ	Grand Island, Neb.	1,000	740	750	L-WSB	II
KMO	Tacoma, Wash.	1,000 CP-5,000	1330	1360	U	III-A
KMOX	St. Louis, Mo.	50,000	1090	1120	U	I-A
KMPC	Beverly Hills, Cal.	1,000 5,000—LS CP-5,000—U	710	710	U	II
KMTR	Los Angeles, Cal.	1,000	570	570	U	III-A
KMYC	Marysville, Cal.	250	1420	1450	U	IV
KMYR	Denver, Col.	250	1310	1340	U	IV
KNEL	Brady, Tex.	250	1500	1490	U	IV
KNET	Palestine, Tex.	250	1420	1450	U	IV
KNOW	Austin, Tex.	250	1500	1490	U	IV
KNX	Los Angeles, Cal.	50,000	1050	1070	U	I-B
KOA	Denver, Col.	50,000	830	850	U	I-A
KOAC	Corvallis, Ore.	1,000 CP-5,000—LS	550	550	U	III-A
KOAM	Pittsburg, Kan.	1,000	790	810	D	II
KOB	Albuquerque, N. M.	50,000	1180	1030	U	II
KOBH	Rapid City, S. D.	250	1370	1400	U	IV
KOCA	Kilgore, Tex.	250	1210	1240	U	IV
KOCY	Oklahoma City, Okla.	250	1310	1340	U	IV
KODL	The Dalles, Ore.	250	1200	1230	U	IV
KOH	Reno, Nev.	1,000	630	630	U	III-A
KOIL	Omaha, Neb.	1,000 5,000—LS CP-5,000—U	1260	1290	U	III-A
KOIN	Portland, Ore.	5,000	940	970	U	III-A
KOKO	La Junta, Col.	250	1370	1400	U	IV
KOL	Seattle, Wash.	1,000 5,000—LS	1270	1300	U	III-A
KOMA	Oklahoma City, Okla.	5,000 (Proposed 50,000)	1480	1520	U	II I-B
KOME	Tulsa, Okla.	250	1310	1340	U	IV
KOMO	Seattle, Wash.	1,000 5,000—LS CP-5,000—U	920	950	U	III-A
KONB	Omaha, Neb.	250	1500	1490	U	IV
KONO	San Antonio, Tex.	250	1370	1400	S-KMAC	IV
KOOS	Marshfield, Ore.	250	1200	1230	U	IV
KORE	Eugene, Ore.	250	1420	1450	U	IV
KORN	Fremont, Neb.	250	1370	1400	U	IV
KOTN	Pine Bluff, Ark.	250	1500	1490	U	IV
KOVC	Valley City, N. D.	250	1500	1490	U	IV
KOVO	Provo, Utah	250	1210	1240	U	IV
KOWH	Omaha, Neb.	500	660	660	D	II
KOY	Phoenix, Ariz.	1,000	550	550	U	III-A
KPAB	Laredo, Tex.	250	1500	1490	U	IV
KPAC	Port Arthur, Tex.	500	1220	1250	U	III-B
KPDN	Pampa, Tex.	250	1310	1340	U	IV
KPFA	Helena, Mont.	250	1210	1240	U	IV
KPHO	Phoenix, Ariz.	250	1200	1230	U	IV
KPLC	Lake Charles, La.	250	1500	1490	U	IV
KPLT	Paris, Tex.	250	1500	1490	U	IV
KPMC	Bakersfield, Cal.	1,000	1550	1600	U	III-A
KPO	San Francisco, Cal.	50,000	680	680	U	I-B
KPOF	Denver, Col.	1,000	880	910	S-KFKA	III-A
KPOW	Powell, Wyo.	250	1200	1230	U	IV
KPPC	Pasadena, Cal.	250	1210	1240	S-KFXM	IV
KPQ	Wenatchee, Wash.	250	1500	1490	U	IV
KPRC	Houston, Tex.	1.000 5,000—LS CP-5,000—U	920	950	U	III-A
KQV	Pittsburgh, Pa.	1,000	1380	1410	U	III-B
KQW	San Jose, Cal.	5,000	1010	740	U	II
KRBA	Lufkin, Tex.	250	1310	1340	U	IV
KRBC	Abilene, Tex.	250	1420	1450	U	IV
KRBM	Bozeman, Mont.	250	1420	1450	U	IV
KRE	Berkeley, Cal.	250	1370	1400	U	IV
KRGV	Weslaco, Tex.	1,000	1260	1290	U	III-A
KRIC	Beaumont, Tex.	250	1420	1450	U	IV
KRIS	Corpus Christi, Tex.	500 CP-1,000	1330	1360	U	III-A
KRJF	Miles City, Mont.	250	1310	1340	U	IV
KRKD	Los Angeles, Cal.	1,000 2,500—LS	1120	1150	S-KFSG	III-A
KRKO	Everett, Wash.	250	1370	1400	S-KEVR	IV
KRLC	Lewiston, Ida.	250	1370	1400	U	IV
KRLD	Dallas, Tex.	50,000	1040	1080	U	I-B
KRLH	Midland, Tex.	250	1420	1450	U	IV
KRMC	Jamestown, N. D.	250	1370	1400	U	IV

RADIO STATION RATES

Archimedes would have been a good time-buyer

You've read about Archimedes; remember? He knew all there was to know about astronomy, hydrostatics, mechanics, geometry and optics. With a little more study he'd have made a first-class time-buyer.

He's the chap who discovered the law of specific gravity [we hope]. That discovery produced his most famous quotation, viz: "*Eureka!*"

If Archimedes were a radio time-buyer today he'd have used that expression when a Free and Peters man told him about KROW ... in Oakland.

He'd have used it because he'd have found ... as a lot of time-buyers have found ... a station that will do a stand-up job for a limited budget ... and a bonus job for the larger advertisers who have put to good use the principle of adding the top-flight independent in a territory to a schedule of network time or network station spots.

Just a few of those at KROW are General Mills, Chrysler Motors, Carnation Milk, Beaumont Laboratories [4-Way Cold Tablets], Plymouth Motor Corporation, White Laboratories [Chooz] and Grove's Bromo Quinine.

Listen, Mr. Time-Buying Archimedes. Make that same discovery in the San Francisco Bay area. Call in your Free and Peters man and have a "*Eureka*" today!

KROW

RADIO CENTER BUILDING
NINETEENTH and BROADWAY
OAKLAND · CALIFORNIA
Studios in Oakland & San Francisco

FREE & PETERS, INC.
Exclusive National Representatives

PHILIP G. LASKY, GENERAL MANAGER

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KRMD.....	Shreveport, La.	250	1310	1340	U	IV
KRNR.....	Roseburg, Ore.	250	1500	1490	U	IV
KRNT.....	Des Moines, Ia.	1,000 5,000—LS CP-5,000—U	1320	1350	U	III-A
KROC.....	Rochester, Minn.	250	1310	1340	U	IV
KROD.....	El Paso. Tex.	250 CP-500 1,000—LS	600	600	U	III-B
KROW.....	Oakland, Cal.	1,000	930	960	U	III-A
KROY.....	Sacramento, Cal.	250	1210	1240	U	IV
KRRV.....	Sherman, Tex.	1,000	880	910	U	III-B
KRSC.....	Seattle, Wash.	1,000	1120	1150	U	III-A
KSAC.....	Manhattan, Kan.	500 1,000—LS	580	580	S-WIBW	III-B
KSAL.....	Salina, Kan.	1,000	1120	1150	U	III-B
KSAM.....	Huntsville, Tex.	250	1500	1490	U	IV
KSAN.....	San Francisco, Cal.	250	1420	1450	U	IV
KSCJ.....	Sioux City, Ia.	1,000 5,000—LS CP-5,000—U	1330	1360	U	III-A
KSD.......	St. Louis, Mo.	1,000 5,000—LS	550	550	U	III-B
KSEI......	Pocatello, Ida.	250 1,000—LS	900	930	U	III-B
KSFO.....	San Francisco, Cal.	1,000 5,000—LS	560	560	U	III-A
KSL.......	Salt Lake City, Utah	50,000	1130	1160	U	I-A
KSLM.....	Salem, Ore.	1,000	1360	1390	U	III-A
KSO.......	Des Moines, Ia.	1,000 5,000—LS	1430	1460	U	III-A
KSOO.....	Sioux Falls, S. D.	5,000	1110	1140	L-WRVA	II
KSRO.....	Santa Rosa, Cal.	250 CP-1,000	1310 CP-1320	1350	U	III-B
KSTP.....	St. Paul, Minn.	50,000	1460	1500	U	I-B
KSUB.....	Cedar City, Utah	250	1310	1340	U	IV
KSUN.....	Lowell, Ariz.	250	1200	1230	U	IV
KSWO.....	Lawton, Okla.	250	1120	1150	D	IV
KTAR.....	Phoenix, Ariz.	5,000	620	620	U	III-A
KTBC.....	Austin, Tex.	1,000	1120	1150	SHD-WTAW	III
KTBS.....	Shreveport, La.	1,000	1450	1480	U	III-B
KTEM.....	Temple, Tex.	250	1370	1400	U	IV
KTFI......	Twin Falls, Ida.	1,000	1240	1270	U	III-A
KTHS.....	Hot Springs, Ark.	10,000 (Proposed 50,000)	1040	1090	U	I-B
KTKC.....	Visalia, Cal.	1,000	890	920	U	III-B
KTMS.....	Santa Barbara, Cal.	1,000	1220	1250	U	III-B
KTOH.....	Lihue, T. H.	250	1500	1490	U	IV
KTOK.....	Oklahoma City, Okla.	250	1370	1400	U	IV
KTRB.....	Modesto, Cal.	250	740	860	D	II
KTRH.....	Houston, Tex.	1,000 5,000—LS CP-5,000—U	1290	1320	U	III-A
KTRI......	Sioux City, Ia.	250	1420	1450	U	IV
KTSA.....	San Antonio, Tex.	1,000 5,000—LS	550	550	U	III-A
KTSM.....	El Paso, Tex.	500	1350	1380	U	III-B
KTSW.....	Emporia, Kan.	250	1370	1400	U	IV
KTUC.....	Tucson, Ariz.	250	1370	1400	U	IV
KTUL.....	Tulsa, Okla.	5,000	1400	1430	U	III-A
KTW......	Seattle, Wash.	1,000	1220	1250	S-KWSC	III-A
KUIN......	Grants Pass, Ore.	250	1310	1340	U	IV
KUJ.......	Walla Walla, Wash.	250 CP-1,000	1390	1420	U	III-A
KUOA.....	Siloam Springs, Ark.	5,000	1260	1290	D	III
KUSD.....	Vermillion, S. D.	500	890	920	S-KFNF	III-B
KUTA.....	Salt Lake City, Utah	250 CP-1,000	1500 CP-570	570	U	III-B
KVAK.....	Atchison, Kan.	250	1420	1450	U	IV
KVAN.....	Vancouver, Wash.	250	880	910	D	IV
KVCV.....	Redding, Cal.	250	1200	1230	U	IV
KVEC.....	San Luis Obispo, Cal.	250	1200	1230	U	IV
KVFD.....	Ft. Dodge, Ia.	250	1370	1400	SH	IV
KVGB.....	Great Bend, Kan.	250	1370	1400	U	IV
KVI.......	Tacoma, Wash.	5,000	570	570	U	III-A
KVIC.....	Victoria, Tex.	250	1310	1340	U	IV
KVNU.....	Logan, Utah	250	1200	1230	U	IV
KVOA.....	Tucson, Ariz.	1,000	1260	1290	U	III-A
KVOD.....	Denver, Col.	1,000	630	630	U	III-A
KVOE.....	Santa Ana, Cal.	250	1500	1490	U	IV
KVOL.....	Lafayette, La.	250	1310	1340	U	IV
KVOO.....	Tulsa, Okla.	25,000 (Proposed 50,000)	1140	1170	U	I-B
KVOR.....	Colorado Springs, Col.	1,000	1270	1300	U	III-A
KVOS.....	Bellingham, Wash.	250	1200	1230	U	IV

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
KVOX.....	Moorhead, Minn.	250	1310	1340	U	IV
KVRS.....	Rock Springs, Wyo.	250	1370	1400	U	IV
KVSF.....	Santa Fe, N. M.	250	1310	1340	U	IV
KVSO.....	Ardmore, Okla.	250	1210	1240	U	IV
KVWC.....	Vernon, Tex.	250	1500	1490	U	IV
KWAL.....	Wallace, Ida.	250	1420	1450	U	IV
KWAT.....	Watertown, S. D.	250	1210	1240	U	IV
KWBG.....	Hutchinson, Kan.	250	1420	1450	U	IV
KWEW....	Hobbs, N. M.	250	1500	1490	U	IV
KWFC.....	Hot Springs, Ark.	250	1310	1340	U	IV
KWFT.....	Wichita Falls, Tex.	1,000 5,000—LS	620	620	U	III-A
KWG.......	Stockton, Cal.	250	1200	1230	U	IV
KWIL......	Albany, Ore.	250	1210	1240	U	IV
KWJB.....	Globe, Ariz.	250	1210	1240	U	IV
KWJJ......	Portland, Ore.	500	1060 SA-1040	1080	L-KRLD, WTIC	II
KWK......	St. Louis, Mo.	1,000 5,000—LS CP-5,000—U	1350	1380	U	III-A
KWKH.....	Shreveport, La.	50,000	1100	1130	U	II
KWLC.....	Decorah, Ia.	100	1270	1300	D-SH	IV
KWLK.....	Longview, Wash.	250	1370	1400	U	IV
KWLM.....	Willmar, Minn.	250	1310	1340	U	IV
KWNO.....	Winona, Minn.	250	1200	1230	U	IV
KWOC.....	Poplar Bluff, Mo.	250	1310	1340	U	IV
KWOS.....	Jefferson City, Mo.	250	1310	1340	U	IV
KWSC.....	Pullman, Wash.	5,000	1220	1250	S-KTW	III-A
KWTO.....	Springfield, Mo.	5,000 1,000 (5 to 6 a.m.)	560	560	D(5 a.m. to local sunset)	III
KWYO.....	Sheridan, Wyo.	250	1370	1400	U	IV
KXA.......	Seattle, Wash.	1,000	760	770	L-WJZ	II
KXL.......	Portland, Ore.	250	1420	1450	S-KBPS	IV
KXO.......	El Centro, Cal.	250	1500	1490	U	IV
KXOK.....	St. Louis, Mo.	5,000	630	630	U	III-A
KXOX.....	Sweetwater, Tex.	250	1210	1240	U	IV
KXRO.....	Aberdeen, Wash.	250	1310	1340	U	IV
KXYZ.....	Houston, Tex.	1,000	1440	1470	U	III-A
KYA.......	San Francisco, Cal.	1,000 5,000—LS	1230	1260	U	III-A
KYAN.....	Cheyenne, Wyo.	250	1370	1400	U	IV
KYCA.....	Prescott, Ariz.	250	1500	1490	U	IV
KYOS.....	Merced, Cal.	250	1040	1080	D	II
KYSM.....	Mankato, Minn.	250	1500	1230	U	IV
KYUM.....	Yuma, Ariz.	250	1210	1240	U	IV
KYW.......	Philadelphia, Pa.	50,000	1020	1060	U	I-B

W

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WAAB.....	Boston. Mass,	1,000	1410	1440	U	III-A
WAAF.....	Chicago, Ill.	1,000	920	950	D	III
WAAT.....	Jersey City, N. J.	500 CP-1,000	940	970	U	III-B
WABC.....	New York, N. Y.	50,000	860	880	U	I-A
WABI......	Bangor, Me.	250	1200	1230	U	IV
WABY.....	Albany, N. Y.	250	1370	1400	U	IV
WACO.....	Waco, Tex.	250	1420	1450	U	IV
WADC.....	Akron, O.	5,000	1320	1350	U	III-A
WAGA.....	Atlanta, Ga.	500 1,000—LS	1450	1480	U	III-B
WAGE.....	Salina, N. Y.	1,000	620	620	U	III-B
WAGF.....	Dothan, Ala.	250	1370	1400	U	IV
WAGM....	Presque Isle, Me.	250	1420	1450	U	IV
WAIM.....	Anderson, S. C.	250	1200	1230	U	IV
WAIR......	Winston-Salem, N. C.	250	1310	1340	U	IV
WAJR.....	Morgantown, W. Va.	250	1200	1230	U	IV
WAKR.....	Akron, O.	1,000	1530	1590	U	III-A
WALA.....	Mobile, Ala.	5,000	1380	1410	U	III-A
WALB.....	Albany, Ga.	1,000	1530	1590	U	III-B
WAML.....	Laurel, Miss.	250	1310	1340	U	IV
WAOV.....	Vincennes, Ind.	250	1420	1450	U	IV
WAPI......	Birmingham, Ala.	5,000 (Proposed 50,000)	1140	1070	U	II
WAPO.....	Chattanooga, Tenn.	250 CP-1,000 5,000—LS	1420 CP-1120	1150	U	III-B
WARD.....	Brooklyn, N. Y.	500	1400	1430	S-WBBC, WLTH, WVFW	III-B
WARM.....	Scranton, Pa.	250	1370	1400	U	IV
WASH.....	Grand Rapids, Mich.	500	1270	1300	S-WOOD	III-B
WATL.....	Atlanta, Ga.	250	1370	1400	U	IV
WATN.....	Watertown, N. Y.	250	1210	1240	U	IV
WATR.....	Waterbury, Conn.	250	1290	1320	U	IV
WATW.....	Ashland, Wis.	250	1370	1400	U	IV

a QUIZ for Radio Time Buyers

What Wichita Radio Station covers the most Kansas and Oklahoma counties?

1

What Wichita Radio Station has the strongest signal under ALL conditions, favorable or unfavorable ?

2

What Wichita radio station will do the biggest selling job for you in Kansas and Oklahoma ?

3

here are the ANSWERS

1 **KFBI**—Field measurements prove the KFBI half millivolt contour includes nearly twice as many Kansas and Oklahoma counties as any other Wichita station.

2 **KFBI**—Not only has greater coverage in miles from Wichita — KFBI is dominant close in, which means LISTENERS even when reception conditions are unfavorable.

3 **KFBI**—Is STAFFED FOR SELLING—is the station which can be and is heard best —will do the best selling job for you.

Put KFBI to work for YOU!

KAY PYLE
General Manager

KFBI WICHITA

Pioneer Voice of Kansas

Affiliated with Mutual Broadcasting System and the Kansas State Network. Represented by Howard H. Wilson Company.

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WAVE	Louisville, Ky.	5,000	940	970	U	III-A
WAWZ	Zarephath, N. J.	1,000	1350	1380	S-WBNX	III-A
WAYX	Waycross, Ga.	250	1200	1230	U	IV
WAZL	Hazleton, Pa.	250	1420	1450	U	IV
WBAA	West Lafayette, Ind.	500 1,000—LS CP-1,000 5,000—LS	890	920	U	III-B
WBAB	Atlantic City, N. J.	250	1200	1230	U	IV
WBAL	Baltimore, Md.	10,000 CP-50,000	1060	1090	U	I-B
WBAP	Fort Worth, Tex.	50,000	800	820	S-WFAA	I-A
WBAX	Wilkes-Barre, Pa.	250	1210	1240	U	IV
WBBC	Brooklyn, N. Y.	500	1400	1430	S-WARD, WLTH, WVFW	III-B
WBBL	Richmond, Va.	250	1210	1240	SH	IV
WBBM	Chicago, Ill.	50,000	770	780	U	I-A
WBBR	Brooklyn, N. Y.	1,000	1300	1330	S-WEVD, WHAZ	III-B Proposed III-A
WBBZ	Ponca City, Okla.	250	1200	1230	U	IV
WBCM	Bay City, Mich.	500 1,000—LS	1410	1440	U	III-B
WBEN	Buffalo, N. Y.	5,000	900	930	U	III-A
WBHP	Huntsville, Ala.	250	1200	1230	U	IV
WBIG	Greensboro, N. C.	1,000 5,000—LS CP-5,000—U	1440	1470	U	III-A
WBIR	Knoxville, Tenn.	250	1210	1240	U	IV
WBLJ	Dalton, Ga.	250	1200	1230	U	IV
WBLK	Clarksburg, W. Va.	250	1370	1400	U	IV
WBML	Macon, Ga.	250	1420	1240	U	IV
WBNS	Columbus, O.	1,000 5,000—LS	1430	1460	U	III-B
WBNX	New York, N. Y.	5,000	1350	1380	S-WAWZ	III-A
WBNY	Buffalo, N. Y.	250	1370	1400	S-WSVS	IV
WBOC	Salisbury, Md.	250	1500	1490	U	IV
WBOW	Terre Haute, Ind.	250	1200	1230	U	IV
WBRB	Red Bank, N. J.	250	1210	1240	S-WGBB	IV
WBRC	Birmingham, Ala.	1,000 5,000—LS CP-5,000—U	930	960	U	III-A
WBRE	Wilkes-Barre, Pa.	250	1310	1340	U	IV
WBRK	Pittsfield, Mass.	250	1310	1340	U	IV
WBRW	Welch, W. Va.	250	1310	1340	U	IV
WBRY	Waterbury, Conn.	1,000 CP-5,000	1530	1590	U	III-A
WBT	Charlotte, N. C.	50,000	1080	1110	U	I-B
WBTA	Batavia, N. Y.	250	1500	1490	U	IV
WBTH	Williamson, W. Va.	250	1370	1400	U	IV
WBTM	Danville, Va.	250	1370	1400	U	IV
WBZ	Boston, Mass.	50,000	990	1030	U-Synchronized with WBZA	I-B
WBZA	Boston, Mass.	1,000	990	1030	U-Synchronized with WBZ	II
WCAD	Canton, N. Y.	500	1220	1250	SHD	III
WCAE	Pittsburgh, Pa.	5,000	1220	1250	U	III-A
WCAL	Northfield, Minn.	5,000	760	770	S-WLB (1/3 daytime)	II
WCAM	Camden, N. J.	500	1280	1310	S-WCAP, WTNJ	III-B
WCAO	Baltimore, Md.	500 1,000—LS	600	600	U	III-B
WCAP	Asbury Park, N. J.	500	1280	1310	S-WCAM, WTNJ	III-B
WCAR	Pontiac, Mich.	1,000	1100	1130	D	II
WCAT	Rapid City, S. D.	250	1200	1230	U	IV
WCAU	Philadelphia, Pa.	50,000	1170	1200	U	I-A
WCAX	Burlington, Vt.	250	1200	1230	U	IV
WCAZ	Carthage, Ill.	100	1070	1080	D	II
WCBA	Allentown, Pa.	500 (Proposed 5,000)	1440	1470	S-WSAN	III-B III-A
WCBD	Chicago, Ill.	5,000	1080	1110	L-WBT, KFAB S-WMBI	II
WCBI	Columbus, Miss.	250	1370	1400	U	IV
WCBM	Baltimore, Md.	250	1370	1400	U	IV
WCBS	Springfield, Ill.	250	1420	1450	U	IV
WCBT	Roanoke Rapids, N. C.	250	1200	1230	U	IV
WCCO	Minneapolis, Minn.	50,000	810	830	U	I-A
WCED	DuBois, Pa.	250	1200	1230	U	IV
WCFL	Chicago, Ill.	5,000 (Proposed 50,000)	970	1000	U	II I-B
WCHS	Charleston, W. Va.	5,000	580	580	U	III-A
WCHV	Charlottesville, Va.	250	1420	1450	U	IV
WCKY	Cincinnati, O.	50,000	1490	1530	U	I-B

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WCLE	Cleveland, O.	500	610	610	D	III
WCLO	Janesville, Wis.	250	1200	1230	U	IV
WCLS	Joliet, Ill.	250	1310	1340	U	IV
WCMI	Ashland, Ky.	250	1310	1340	U	IV
WCNC	Elizabeth City, N. C.	250	1370	1400	U	IV
WCNW	Brooklyn, N. Y.	250	1500	1490	SH-WWRL	IV
WCOA	Pensacola, Fla.	500 1,000—LS	1340	1370	U	III-B
WCOC	Meridian, Miss.	1,000	880	910	U	III-A
WCOL	Columbus, O.	250	1200	1230	U	IV
WCOP	Boston, Mass.	500	1120	1150	U	III-B
WCOS	Columbia, S. C.	250	1370	1400	U	IV
WCOU	Lewiston, Me.	250	1210	1240	U	IV
WCOV	Montgomery, Ala.	250	1210	1240	U	IV
WCPO	Cincinnati, O.	250	1200	1230	U	IV
WCRW	Chicago, Ill.	250	1210	1240	SH-WEDC, WSBC	IV
WCSC	Charleston, S. C.	500 1,000—LS (Proposed 1,000)	1360	1390	U	III-B III-A
WCSH	Portland, Me.	1,000 2,500—LS CP-5,000—U	940	970	U	III-A
WDAE	Tampa, Fla.	5,000	1220	1250	U	III-A
WDAF	Kansas City, Mo.	5,000	610	610	U	III-A
WDAK	West Point, Ga.	250	1310	1340	U	IV
WDAN	Danville, Ill.	250	1500	1490	U	IV
WDAS	Philadelphia, Pa.	250	1370	1400	U	IV
WDAY	Fargo, N. D.	5,000	940	970	U	III-A
WDBC	Escanaba, Mich.	250	1500	1490	U	IV
WDBJ	Roanoke, Va.	1,000 5,000—LS CP-5,000—U	930	960	U	III-A
WDBO	Orlando, Fla.	5,000	580	580	U	III-A
WDEF	Chattanooga, Tenn.	250	1370	1400	U	IV
WDEL	Wilmington, Del.	250 1,000—LS CP-5,000—U	1120	1150	U	III-A
WDEV	Waterbury, Vt.	1,000	550	550	D	III
WDGY	Minneapolis, Minn.	1,000 5,000—LS	1180	1130	L-KOB	II
WDLP	Panama City, Fla.	250	1200	1230	U	IV
WDMJ	Marquette, Mich.	250	1310	1340	U	IV
WDNC	Durham, N. C.	250	1500	1490	U	IV
WDOD	Chattanooga, Tenn.	1,000 5,000—LS CP-5,000—U	1280	1310	U	III-A
WDRC	Hartford, Conn.	5,000	1330	1360	U	III-A
WDSM	Superior, Wis.	250	1200	1230	U	IV
WDSU	New Orleans, La.	1,000 CP-5,000	1250	1280	U	III-A
WDWS	Champaign, Ill.	250	1370	1400	U	IV
WDZ	Tuscola, Ill.	1,000	1020	1050	D	II
WEAF	New York, N. Y.	50,000	660	660	U	I-A
WEAN	Providence, R. I.	1,000 5,000—LS CP-5,000—U	780	790	U	III-A
WEAU	Eau Claire, Wis.	1,000 5,000—LS	1050	1070	L-KFBI	II
WEBC	Duluth, Minn.	1,000 5,000—LS	1290	1320	U	III-A
WEBQ	Harrisburg, Ill.	250	1210	1240	U	IV
WEBR	Buffalo, N. Y.	250	1310	1340	U	IV
WEDC	Chicago, Ill.	250	1210	1240	SH-WCRW, WSBC	IV
WEED	Rocky Mount, N. C.	250	1420	1450	U	IV
WEEI	Boston, Mass.	5,000	590	590	U	III-A
WEEU	Reading, Pa.	1,000	830	850	D	II
WELI	New Haven, Conn.	250 500—LS CP-500 1,000—LS	930	960	U	III-B
WELL	Battle Creek, Mich.	250	1420	1400	U	IV
WEMP	Milwaukee, Wis.	250	1310	1340	U	IV
WENR	Chicago, Ill.	50,000	870	890	S-WLS	I-A
WENY	Elmira, N. Y.	250	1200	1230	U	IV
WEOA	Evansville, Ind.	250	1370	1400	U	IV
WERC	Erie, Pa.	250	1500	1490	U	IV
WEST	Easton, Pa.	250	1200	1230	U	IV
WESX	Salem, Mass.	250	1200	1230	U	IV
WEVD	New York, N. Y.	1,000	1300	1330	S-WBBR, WHAZ	III-B
WEW	St. Louis, Mo.	1,000	760	770	D	II
WEXL	Royal Oak, Mich.	250	1310	1340	U	IV
WFAA	Dallas, Tex.	50,000	800	820	S-WBAP	I-A
WFAM	South Bend, Ind.	250	1200	1230	U-D S-WJOB-N	IV

THE NATION'S ORIGINAL
NEWS STATION

KSTP—the first station in the nation to maintain a complete news bureau—has always been first in the Twin Cities' market when it comes to news. A five-man news staff completely reprocesses more than 75,000 words of U. P. dispatches which pour in daily. Listeners expect *and get* complete news coverage of local, national and international happenings day and night. Our news service is just one of the many features which make KSTP dominant in the 7th retail market.

Ask Us About News Period Availabilities

KSTP
MINNEAPOLIS - ST. PAUL
NBC BASIC RED NETWORK
50,000 WATTS - CLEAR CHANNEL

Calendar of Events

(Continued from page 40)

SEPTEMBER (Continued)

15—National Retail Demonstration, Sept. 15-19; American Legion Convention, Sept. 15-18, Milwaukee; Federal income tax, third payment; Constitution Week, Sept. 15-20.

17—Constitution Day (Constitution adopted, 1787).

21—National Dog Week, Sept. 21-27; National Newspaper Boys' Week, Sept. 21-27.

22—Better Parenthood Week, Sept. 22-28; Rosh Hashanah (1st day) Jewish New Year; The Silk Parade, Sept. 22-27.

23—Rosh Hashanah (2nd Day); Autumn begins today; first air mail flight in U. S., 1911, Earl Ovington, first mail pilot.

27—College football season starts.

28—Daylight saving ends; Gold Star Mother's Day; American Indian Day.

OCTOBER

Flower—Dahlia, Hops; Birthstone—Opal, Tourmaline, Baryl.

1—Yom Kippur (Day of Atonement), Jewish holiday; moving day in many cities; Missouri Day (celebrated in state's schools).

2—‡Nationally Advertised Brands Week, Oct. 2-12; National Hardware Open House, Oct. 2-11.

4—National Furniture Week, Oct. 4-11; Loyalty Day, Oct. 4-5.

5—National Letter Writing Week, Oct. 5-11; Fire Prevention Week, Oct. 5-11.

7—First U. S. Railroad, 1826.

8—‡Rodeo at Madison Square Garden, Oct. 8-26.

9—Chicago Fire, Oct. 9-11, 1871; Canadian Thanksgiving Day.

12—‡National Wine Week, Oct. 12-19; Columbus Day (celebrating discovery of America, 1492).

13—Columbus Day (Holiday—See your State Statute).

14—William Penn born 1644.

16—National Selective Service Registration Day, 1940 (conscription); U. S. Mint established in Philadelphia, 1786.

19—National Pharmacy Week, Oct. 19-25.

26—Girl Scout Week, Oct. 26-Nov. 1; National Donut Week, Oct. 26-Nov. 1.

27—Navy Day; Theodore Roosevelt born 1858; first World War shot fired by American troops, 1917.

28—Statue of Liberty unveiled on Bedloe's Island, 1886; anniversary of freedom of U. S. Press, 1733.

30—Nevada admitted to Union, 1864.

31—Hallowe'en; National Apple Week, Oct. 31-Nov. 6; birthday of Juliette Low, founder of Girl Scouts.

NOVEMBER

Flower—Chrysanthemum; Birthstone—Topaz.

1—All Saints' Day; National Author's Day; National Art Week, Nov. 1-7.

2—North and South Dakota joined Union 1889.

4—Election Day.

5—National Horse Show, Nov. 5-12; Official Speech Week, Nov. 5-10.

7—Air express, first shipment from Dayton to Columbus, Ohio, 1910.

8—Montana joined Union, 1889.

10—Father-and-Son Week, Nov. 10-16; American Education Week, Nov. 10-16.

11—Armistice Day, ending of World War, 1918; Washington joined Union, 1889; Red Cross Week, Nov. 11-30.

13—Robert Louis Stevenson born 1850.

16—Book Week, Nov. 16-22; Oklahoma entered Union, 1907; Russia recognized by United States, 1933.

18—Congress adopted Standard Time in 1883.

19—Lincoln's Gettysburg Address, 1863.

20—Thanksgiving Day by Presidential proclamation.

21—North Carolina joined Union, 1789.

25—Christmas Seal Campaign, Nov. 25 to Dec. 25.

27—Thanksgiving Day in some states.

28—First U. S. Government Post Office, 1783.

29—Louisa May Alcott, author of "Little Women," born 1832.

30—U. S. Patent System established 1836.

DECEMBER

Flower—Holly, Poinsettia; Birthstone—Turquoise, Ruby, Lapis Lazuli, Bloodstone.

1—Opening of Girl Scout Winter Camps, Dec. 1 to Mar. 1; National Prosperity Week, Dec. 1-6.

2—National Contract Bridge Championships (Fall Session), Dec. 2-8.

3—Illinois admitted to Union, 1818.

4—Thomas Carlyle born 1795.

5—18th Amendment repealed, 1933.

7—International Golden Rule Week, Dec. 7-14; Delaware joined Union, 1787.

8—Feast of Immaculate Conception.

10—Mississippi joined Union, 1817.

11—Indiana admitted to Union, 1816.

12—Pennsylvania joined Union, 1787.

14—Alabama joined Union, 1819.

15—Federal income tax, last payment.

16—Boston Tea Party, 1773; Beethoven, composer, born 1770.

17—John Greenleaf Whittier born 1807; Wilbur Wright's first flight, 1903.

18—New Jersey entered Union, 1787.

21—Winter begins today for Central, Mountain and Pacific States Zones; Forefather's Day (landing of Pilgrims in 1620, celebrated mostly in New England).

22—Winter begins today for Eastern States Zone.

25—Christmas Day; National Hobby Week, Dec. 25-Jan. 1.

28—Iowa admitted to Union, 1846.

29—Texas admitted to Union, 1845.

31—New Year's Eve.

IN THE 7th RETAIL MARKET
KSTP
MINNEAPOLIS • ST. PAUL, MINN.
The Northwest's Leading Radio Station

PLANALYZED PROMOTION

AN EXCLUSIVE KSTP EXTRA!

KSTP's own, *thorough-going* method of merchandising and promoting your KSTP radio campaign. First comes the *analysis* of your particular sales problems in the great KSTP Market—one of America's "Big Ten". Then—and *only then*—comes the promotion *plan*. Thus—KSTP's exclusive *Planalyzed Promotion*. Ask about it.

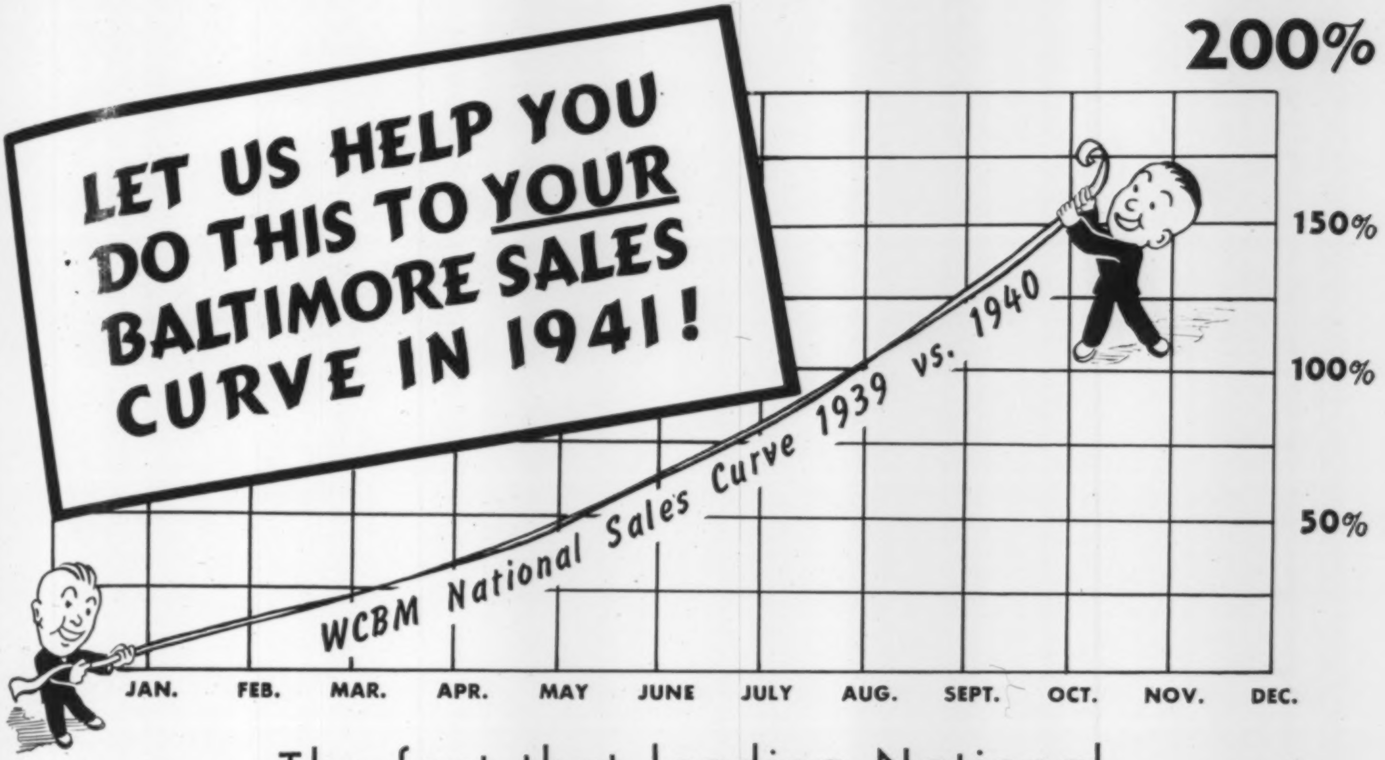
Write for unsolicited comments from the nation's foremost advertising agencies and major radio advertisers for whom this exclusive KSTP service was created.

Commanding the Dominant Audience in this Rich Retail Sales Area . . .

NBC
BASIC RED NETWORK

EDWARD PETRY & CO., NATIONAL REPRESENTATIVES

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WFAS	White Plains, N. Y.	250	1210	1240	S-WGBB	IV
WFBC	Greenville, S. C.	1,000 5,000—LS CP-5,000—U	1300	1330	U	III-A
WFBG	Altoona, Pa.	250	1310	1340	U	IV
WFBL	Syracuse, N. Y.	5,000	1360	1390	U	III-A
WFBM	Indianapolis, Ind.	5,000	1230	1260	U	III-A
WFBR	Baltimore, Md.	1,000 5,000—LS	1270	1300	U	III-A
WFCI	Providence, R. I.	1,000	1390	1420	U	III-B
WFDF	Flint, Mich.	250 CP-1,000	1310 CP-880	910	U	III-B
WFEA	Manchester, N. H.	500 1,000—LS CP-5,000—U	1340	1370	U	III-B
WFHR	Wisconsin Rapids, Wis.	250	1310	1340	U	IV
WFIG	Sumter, S. C.	250	1310	1340	U	IV
WFIL	Philadelphia, Pa.	1,000	560	560	U	III-A
WFLA	Tampa, Fla.	5,000	620	620	SH-WSUN	III-A
WFMD	Frederick, Md.	500	900	930	U	III-B
WFMJ	Youngstown, O.	250	1420	1450	U	IV
WFNC	Fayetteville, N. C.	250	1340	1370	D	IV
WFOR	Hattiesburg, Miss.	250	1370	1400	U	IV
WFOY	St. Augustine, Fla.	250	1210	1240	U	IV
WFPG	Atlantic City, N. J.	250	1420	1450	U	IV
WFTC	Kinston, N. C.	250	1200	1230	U	IV
WFTL	Ft. Lauderdale, Fla.	250	1370	1400	U	IV
WFTM	Fort Myers, Fla.	250	1210	1240	U	IV
WFVA	Fredericksburg, Va.	250	1260	1290	D	IV
WGAC	Augusta, Ga.	250	1210	1240	U	IV
WGAL	Lancaster, Pa.	250	1500	1490	U	IV
WGAN	Portland, Me.	5,000	560	560	U	III-A
WGAR	Cleveland, O.	1,000 5,000—LS	1450	1480	U	III-B
WGAU	Athens, Ga.	250	1310	1340	U	IV
WGBB	Freeport, N. Y.	250	1210	1240	S-WBRB, WFAS	IV
WGBF	Evansville, Ind.	1,000 5,000—LS	1250	1280	U	III-B
WGBI	Scranton, Pa.	500 1,000—LS	880	910	S-WQAN	III-B
WGBR	Goldsboro, N. C.	250	1370	1400	U	IV
WGCM	Gulfport, Miss.	250	1210	1240	U	IV
WGES	Chicago, Ill.	500 1,000—LS (Sunday)	1360	1390	S-WSBT	III-B
WGGA	Gainesville, Ga.	250	1210	1240	U	IV
WGH	Newport News, Va.	250	1310	1340	U	IV
WGIL	Galesburg, Ill.	250	1500	1400	U	IV
WGKV	Charleston, W. Va.	250	1500	1490	U	IV
WGL	Ft. Wayne, Ind.	250	1370	1450	U	IV
WGN	Chicago, Ill.	50,000	720	720	U	I-A
WGNC	Gastonia, N. C.	250	1420	1450	U	IV
WGNY	Newburg, N. Y.	250	1220	1250	U	IV
WGOV	Valdosta, Ga.	250	1420	1450	U	IV
WGPC	Albany, Ga.	250	1420	1450	U	IV
WGR	Buffalo, N. Y.	1,000 5,000—LS	550	550	U	III-B
WGRB	Grands Rapids, Mich.	250	1200	1230	U	IV
WGRC	New Albany, Ind.	250	1370	1400	U	IV
WGRM	Greenwood, Miss.	250	1210	1240	U	IV
WGST	Atlanta, Ga.	1,000 5,000—LS	890	920	U	III-A
WGTC	Greenville, N. C.	250	1500	1490	U	IV
WGTM	Wilson, N. C.	250	1310	1340	U	IV
WGY	Schenectady, N. Y.	50,000	790	810	U	I-B
WHA	Madison, Wis.	5,000	940	970	D	III
WHAI	Greenfield, Mass.	250	1210	1240	U	IV
WHAL	Saginaw, Mich.	500	950	980	D	III
WHAM	Rochester, N. Y.	50,000	1150	1180	U	I-A
WHAS	Louisville, Ky.	50,000	820	840	U	I-A
WHAT	Philadelphia, Pa.	250	1310	1340	S-WTEL	IV
WHAZ	Troy, N. Y.	1,000	1300	1330	S-WBBR WEVD	Proposed III-A
WHB	Kansas City, Mo.	1,000	860	880	D	II
WHBB	Selma, Ala.	250	1500	1490	U	IV
WHBC	Canton, O.	250	1200	1230	U	IV
WHBF	Rock Island, Ill.	1,000 5,000—LS CP-5,000—U	1240	1270	U	III-A
WHBI	Newark, N. J.	1,000 2,500—LS	1250	1280	S-WNEW	III-A
WHBL	Sheboygan, Wis.	250 1,000—LS	1300	1330	U	III-B
WHBQ	Memphis, Tenn.	250	1370	1400	U	IV
WHBU	Anderson, Ind.	250	1210	1240	U	IV
WHBY	Appleton, Wis.	250	1200	1230	U	IV
WHCU	Ithaca, N. Y.	1,000	850	870	L-WWL	II
WHDF	Calumet, Mich.	250	1370	1400	U	IV
WHDH	Boston, Mass.	1,000	830	850	L-KOA	II
WHDL	Olean, N. Y.	250	1420	1450	U	IV
WHEB	Portsmouth, N. H.	1,000	740	750	L-WSB	II
WHEC	Rochester, N. Y.	500 1,000—LS	1430	1460	U	III-B
WHFC	Cicero, Ill.	250	1420	1450	U	IV
WHIO	Dayton, O.	1,000 5,000—LS CP-5,000—U	1260	1290	U	III-A
WHIP	Hammond, Ind.	5,000	1480	1520	6:00 a.m. to LS at Buffalo, N. Y.	II
WHIS	Bluefield, W. Va	500 1,000—LS	1410	1440	U	III-B
WHIZ	Zanesville, O.	250	1210	1240	U	IV
WHJB	Greensburg, Pa.	250	620	620	D	IV
WHK	Cleveland, O.	5,000	1390	1420	U	III-A
WHKC	Columbus, O.	500	640	640	L-KFI	II
WHKY	Hickory, N. C.	250	1370	1400	U	IV
WHLB	Virginia, Minn.	250	1370	1400	U	IV
WHLD	Niagara Falls, N. Y.	1,000	1260	1290	D	III
WHLN	Harlan, Ky.	250	1420	1450	U	IV
WHLS	Port Huron, Mich.	250	1370	1450	U	IV
WHMA	Anniston, Ala.	250	1420	1450	U	IV
WHN	New York, N. Y.	1,000 5,000—LS	1010	1050	U	II
WHO	Des Moines, Ia.	50,000	1000	1040	U	I-A
WHOM	Jersey City, N. J.	500 1,000—LS	1450	1560	U	II
WHOP	Hopkinsville, Ky.	250	1200	1230	U	IV
WHP	Harrisburg, Pa.	1,000 5,000—LS	1430	1460	U	III-B
WHUB	Cookeville, Tenn.	250	1370	1400	U	IV
WHYN	Holyoke, Mass.	250	1370	1400	U	IV
WIBA	Madison, Wis.	1,000 5,000—LS CP-5,000—U	1280	1310	U	III-A
WIBC	Indianapolis, Ind.	1,000 CP-5,000—LS	1050	1070	U	II
WIBG	Glenside, Pa.	1,000	970	990	D	II
WIBM	Jackson, Mich.	250	1370	1450	U	IV
WIBU	Poynette, Wis.	250	1210	1240	U	IV
WIBW	Topeka, Kan.	1,000 5,000—LS CP-5,000—U	580	580	S-KSAC	III-A
WIBX	Utica, N. Y.	250	1200	1230	U	IV
WICA	Ashtabula, O.	1,000	940	970	D	III
WICC	Bridgeport, Conn.	500 1,000—LS	600	600	U	III-B
WIGM	Medford, Wis.	250	1500	1490	U	IV
WIL	St. Louis, Mo.	250	1200	1230	U	IV
WILL	Urbana, Ill.	5,000	580	580	D	III
WILM	Wilmington, Del.	250	1420	1450	U	IV
WIND	Gary, Ind.	1,000 5,000—LS CP-5,000—U	560	560	U	III-A
WING	Dayton, O.	5,000	1380	1410	U	III-A
WINN	Louisville, Ky.	250	1210	1240	U	IV
WINS	New York, N. Y.	1,000	1180	1000	L-WCFL	II
WINX	Washington, D. C.	250	1310	1340	U	IV
WIOD	Miami, Fla.	1,000 CP-5,000	610	610	U	III-A
WIP	Philadelphia, Pa.	5,000	610	610	U	III-A
WIRE	Indianapolis, Ind.	5,000	1400	1430	U	III-A
WIS	Columbia, S. C.	1,000 5,000—LS CP-5,000—U	560	560	U	III-A
WISE	Asheville, N. C.	250	1370	1400	U	IV
WISH	Indianapolis, Ind.	1,000 5,000—LS	1280	1310	U	III-B
WISN	Milwaukee, Wis.	5,000	1120	1150	U	III-A
WITH	Baltimore, Md.	250	1200	1230	U	IV
WIZE	Springfield, O.	250	1310	1340	U	IV
WJAC	Johnstown, Pa.	250	1370	1400	U	IV
WJAG	Norfolk, Neb.	1,000	1060	780	L-WBBM	II
WJAR	Providence, R. I.	1,000 5,000—LS CP-5,000—U	890	920	U	III-A
WJAS	Pittsburgh, Pa.	1,000 5,000—LS	1290	1320	U	III-A


LET US HELP YOU DO THIS TO YOUR BALTIMORE SALES CURVE IN 1941!
200%
150%
100%
50%
WCBM National Sales Curve 1939 vs. 1940
JAN.
FEB.
MAR.
APR.
MAY
JUNE
JULY
AUG.
SEPT.
OCT.
NOV.
DEC.

The fact that leading National Advertisers purchased OVER 100% MORE WCBM Time thus far during 1940 than during 1939 is convincing evidence that . . . .

IT COSTS LESS per thousand Listeners reached to cultivate the Baltimore market thru . . .

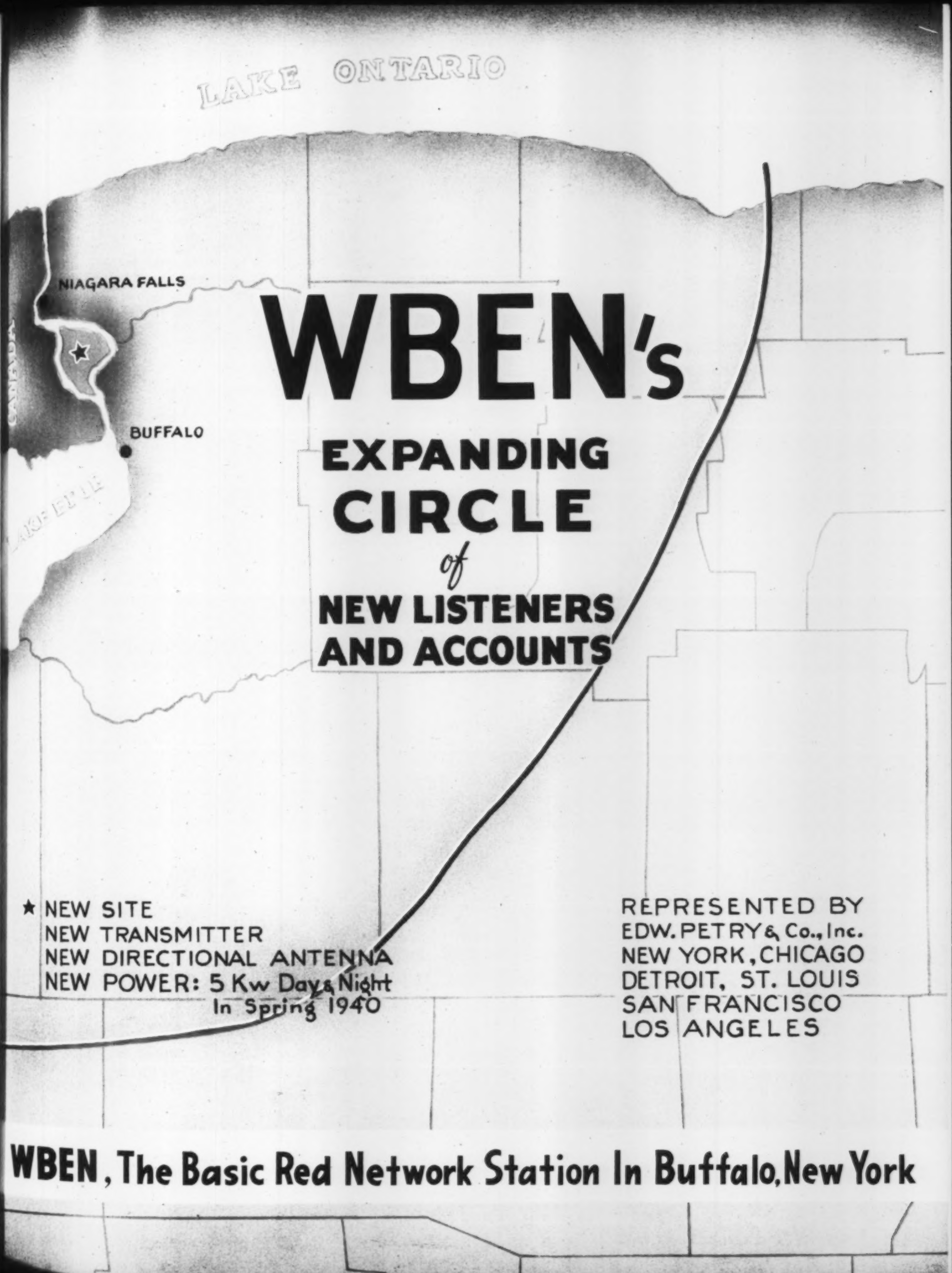
WCBM

MEMBER* MUTUAL *BASIC NETWORK

Baltimore, Maryland

JOHN ELMER, *President* GEORGE H. ROEDER, *General Manager*

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WJAX	Jacksonville, Fla.	1,000 5,000—LS	900	930	U	III-A
WJBC	Bloomington, Ill.	250	1200	1230	U	IV
WJBK	Detroit, Mich.	250	1500	1490	U	IV
WJBO	Baton Rouge, La.	1,000 CP-5,000	1120	1150	U	III-A
WJBW	New Orleans, La.	250	1200	1230	U	IV
WJBY	Gadsden, Ala.	250	1210	1240	U	IV
WJDX	Jackson, Miss.	1,000 5,000—LS	1270	1300	U	III-A
WJEJ	Hagerstown, Md.	250	1210	1240	U	IV
WJHL	Johnson City, Tenn.	1,000	880	910	U	III-B
WJHO	Opelika, Ala.	250	1370	1400	U	IV
WJHP	Jacksonville, Fla.	250	1290	1320	U	IV
WJIM	Lansing, Mich.	250	1210	1240	U	IV
WJJD	Chicago, Ill.	20,000	1130	1160	L-KSL	II
WJLS	Beckley, W. Va.	250	1210	1240	U	IV
WJMC	Rice Lake, Wis.	250	1210	1240	U	IV
WJMS	Ironwood, Mich.	250	1420	1450	U	IV
WJNO	W. Palm Beach, Fla.	250	1200	1230	U	IV
WJOB	Hammond, Ind.	250	1200	1230	N-B S-WFAM-N	IV
WJPF	Herrin, Ill.	250	1310	1340	U	IV
WJPR	Greenville, Miss.	250	1310	1340	U	IV
WJR	Detroit, Mich.	50,000	750	760	U	I-A
WJRD	Tuscaloosa, Ala.	250	1200	1230	U	IV
WJSV	Washington, D. C.	50,000	1460	1500	U	I-B
WJTN	Jamestown, N. Y.	250	1210	1240	U	IV
WJW	Akron, O.	250	1210	1240	U	IV
WJZ	New York, N. Y.	50,000	760	770	U	I-A
WKAQ	San Juan, Puerto Rico	1,000 CP-5,000	1240 CP-620	620	U	III-A
WKAR	East Lansing, Mich.	5,000	850	870	D	II
WKAT	Miami Beach, Fla.	1,000	1330	1360	U	III-B
WKBB	Dubuque, Ia.	250	1500	1490	U	IV
WKBH	LaCrosse, Wis.	1,000 CP-5,000	1380	1410	U	III-A
WKBN	Youngstown, O.	500 1,000—LS	570	570	SH-WOSU	III-B
WKBO	Harrisburg, Pa.	250	1200	1230	U	IV
WKBV	Richmond, Ind.	250	1500	1490	U	IV
WKBW	Buffalo, N. Y.	5,000 CP-50,000	1480	1520	U	II I-B
WKBZ	Muskegon, Mich.	250	1500	1490	U	IV
WKEU	Griffin, Ga.	250	1500	1450	U	IV
WKGA	Tampa, Fla.	1,000 5,000—LS	940	970	U	III-B
WKIP	Poughkeepsie, N. Y.	250	1420	1450	U	IV
WKMO	Kokomo, Ind.	250	1420	1400	U	IV
WKNE	Keene, N. H.	5,000	1260	1290	U	III-A
WKNY	Kingston, N. Y.	250	1500	1490	U	IV
WKOK	Sunbury, Pa.	250	1210	1240	U	IV
WKPA	New Kensington, Pa.	250	1120	1150	D	IV
WKPT	Kingsport, Tenn.	250	1370	1400	U	IV
WKRC	Cincinnati, O.	1,000 5,000—LS	550	550	U	III-B
WKRO	Cairo, Ill.	250	1500	1490	U	IV
WKST	New Castle, Pa.	1,000	1250	1280	U	III
WKWK	Wheeling, W. Va.,	250	1370	1400	U	IV
WKY	Oklahoma City, Okla.	1,000 5,000—LS CP-5,000—U	900	930	U	III-A
WKZO	Kalamazoo, Mich.	1,000	590	590	U	III-B
WLAC	Nashville, Tenn.	5,000 (Proposed 50,000)	1470	1510	U	II I-B
WLAG	La Grange, Ga.	250	1210	1240	U	IV
WLAK	Lakeland, Fla.	250	1310	1340	U	IV
WLAP	Lexington, Ky.	250	1420	1450	U	IV
WLAV	Grand Rapids, Mich.	250	1310	1340	U	IV
WLAW	Lawrence, Mass.	5,000	680	680	U	II
WLB	Minneapolis, Minn.	5,000	760	770	S-WCAL (2/3 daytime)	II
WLBC	Muncie, Ind.	250	1310	1340	U	IV
WLBJ	Bowling Green, Ky.	250	1310	1340	U	IV
WLBL	Stevens Point, Wis.	5,000	900	930	D	III
WLBZ	Bangor, Me.	500 1,000—LS	620	620	U	III-B
WLEU	Erie, Pa.	250	1420	1450	U	IV
WLLH	Lowell, Mass.	250	1370	1400	U	IV
WLNH	Laconia, N. H.	250	1310	1340	U	IV
WLOF	Orlando, Fla.	250	1200	1230	U	IV
WLOG	Logan, W. Va.	250	1200	1230	U	IV
WLOK	Lima, O.	250	1210	1240	U	IV
WLOL	Minneapolis, Minn.	1,000	1300	1330	U	III-B
WLPM	Suffolk, Va.	250	1420	1450	U	IV
WLS	Chicago, Ill.	50,000	870	890	S-WENR	I-A
WLTH	New York, N. Y.	500	1400	1430	S-WARD WBBC, WVFW	III-B
WLVA	Lynchburg, Va.	250	1200	1230	U	IV
WLW	Cincinnati, O.	50,000	700	700	U	I-A
WMAL	Washington, D. C.	5,000	630	630	U	III-A
WMAM	Marinette, Wis.	250	570	570	D	IV
WMAN	Mansfield, O.	250	1370	1400	U	IV
WMAQ	Chicago, Ill.	50,000	670	670	U	I-A
WMAS	Springfield, Mass.	250	1420	1450	U	IV
WMAW	Worcester, Mass.	250	1200	1230	U	IV
WMAZ	Macon, Ga.	1,000 5,000—LS	1180	940	D to 9 p.m.	II
WMBC	Detroit, Mich.	250	1420	1400	U	IV
WMBD	Peoria, Ill.	1,000 5,000—LS (Proposed 5,000)	1440	1470	U	III-B III-A
WMBG	Richmond, Va.	1,000 5,000—LS	1350	1380	U	III-B
WMBH	Joplin, Mo.	250	1420	1450	U	IV
WMBI	Chicago, Ill.	5,000	1080	1110	L-WBT, KFAB S-WCBD	II
WMBO	Auburn, N. Y.	250	1310	1340	U	IV
WMBR	Jacksonville, Fla.	250	1370	1400	U	IV
WMBS	Uniontown, Pa.	250 CP-1,000	1420 CP-590	590	U	III-B
WMC	Memphis, Tenn.	1,000 5,000—LS	780	790	U	III-A
WMCA	New York, N. Y.	1,000 5,000—LS	570	570	U	III-A
WMEX	Boston, Mass.	5,000	1470	1510	U	II
WMFD	Wilmington, N. C.	250	1370	1400	U	IV
WMFF	Plattsburg, N. Y.	250	1310	1340	U	IV
WMFG	Hibbing, Minn.	250	1210	1240	U	IV
WMFJ	Daytona Beach, Fla.	250	1420	1450	U	IV
WMFR	High Point, N. C.	250	1200	1230	U	IV
WMGA	Moultrie, Ga.	250	1370	1400	U	IV
WMIN	St. Paul, Minn.	250	1370	1400	U	IV
WMJM	Cordele, Ga.	250	1500	1490	U	IV
WMMN	Fairmont, W. Va.	1,000 5,000—LS CP-5,000—U	890	920	U	III-A
WMOB	Mobile, Ala.	250	1200	1230	U	IV
WMOG	Brunswick, Ga.	250	1500	1490	U	IV
WMPC	Lapeer, Mich.	250	1200	1230	SH	IV
WMPS	Memphis, Tenn.	500 1,000—LS	1430	1460	U	III-B
WMRC	Greenville, S. C.	250	1500	1490	U	IV
WMRN	Marion, O.	250	1500	1490	U	IV
WMRO	Aurora, Ill.	250	1250	1280	D	IV
WMSD	Muscle Shoals City, Ala.	250	1420	1450	U	IV
WMSL	Decatur, Ala.	250	1370	1400	U	IV
WMT	Cedar Rapids, Ia.	1,000 5,000—LS CP-5,000—U	600	600	U	III-A
WMUR	Manchester, N. H.	1,000 5,000—LS	610	610	U	III-B
WMVA	Martinsville, Va.	250	1420	1450	U	IV
WMWH	Augusta, Ga.	250	1420	1450	U	IV
WNAB	Bridgeport, Conn.	250	1420	1450	U	IV
WNAC	Boston, Mass.	1,000 5,000—LS CP-5,000—U	1230	1260	U	III-A
WNAD	Norman, Okla.	1,000	1010	690	SH-KGGF	II
WNAX	Yankton, S. D.	1,000 5,000—LS CP-5,000—U	570	570	U	III-A
WNBC	New Britain, Conn.	1,000 CP-5,000—LS	1380	1410	U	III-B
WNBF	Binghamton, N. Y.	250	1500	1490	U	IV
WNBH	New Bedford, Mass.	250	1310	1340	U	IV
WNBZ	Saranac Lake, N. Y.	100	1290	1320	D	IV
WNEL	San Juan, Puerto Rico	1,000 2,500—LS CP-5,000—U	1290	1320	U	III-A
WNEW	New York, N. Y.	1,000 5,000—LS CP-5,000—U	1250	1280	S-WHBI	III-A
WNLC	New London, Conn.	250	1500	1490	U	IV
WNOE	New Orleans, La.	250	1420	1450	U	IV
WNOX	Knoxville, Tenn.	1,000 5,000—LS	1010	990	U	II
WNYC	New York, N. Y.	1,000	810	830	L-WCCO	II


LAKE ONTARIO
NIAGARA FALLS
CANADA
BUFFALO
LAKE ERIE

WBEN's

EXPANDING CIRCLE *of* NEW LISTENERS AND ACCOUNTS

★ NEW SITE
NEW TRANSMITTER
NEW DIRECTIONAL ANTENNA
NEW POWER: 5 Kw Day & Night
In Spring 1940

REPRESENTED BY
EDW. PETRY & Co., Inc.
NEW YORK, CHICAGO
DETROIT, ST. LOUIS
SAN FRANCISCO
LOS ANGELES

WBEN, The Basic Red Network Station In Buffalo, New York

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Time Designation	Class
WOAI......	San Antonio, Tex.	50,000	1190	1210	U	I-A
WOC......	Davenport, Ia.	250	1370	1450	U	IV
WOCB.....	Osterville, Mass.	250	1210	1240	U	IV
WOI.......	Ames, Ia.	5,000	640	640	D	II
WOKO.....	Albany, N. Y.	500 1,000—LS	1430	1460	U	III-B
WOL.......	Washington, D. C.	1,000	1230	1260	U	III-B Proposed III-A
WOLF.....	Syracuse, N. Y.	250	1500	1490	U	IV
WOLS.....	Florence, S. C.	250	1200	1230	U	IV
WOMI.....	Owensboro, Ky.	250	1500	1490	U	IV
WOMT....	Manitowoc, Wis.	250	1210	1240	U	IV
WOOD.....	Grand Rapids, Mich.	500	1270	1300	S-WASH	III-B
WOPI......	Bristol, Tenn.	250	1500	1490	U	IV
WOR......	Newark, N. J.	50,000	710	710	U	I-B
WORC.....	Worcester, Mass.	1,000	1280	1310	U	III-B
WORD.....	Spartanburg, S. C.	250	1370	1400	U	IV
WORK.....	York, Pa.	1,000	1320	1350	U	III-B
WORL.....	Boston, Mass.	1,000	920	950	D	III
WOSU.....	Columbus, O.	1,000	570	570	SH-WKBN	III-A
WOV.......	New York, N. Y.	10,000	1100	1130	U	I-B
WOW......	Omaha, Neb.	5,000	590	590	U	III-A
WOWO....	Ft. Wayne, Ind.	10,000 (Proposed 50,000)	1160	1190	U	I-B
WPAB.....	Ponce, Puerto Rico	1,000	1340	1370	U	III-A
WPAD.....	Paducah, Ky.	250	1420	1450	U	IV
WPAR.....	Parkersburg, W. Va.	250	1420	1450	U	IV
WPAT......	Paterson, N. J.	1,000	900	930	D	III
WPAX.....	Thomasville, Ga.	250	1210	1240	U	IV
WPAY.....	Portsmouth, O.	250	1370	1400	U	IV
WPEN.....	Philadelphia, Pa.	1,000 CP-5,000	920	950	U	III-A
WPER.....	Leland, Fla.	250	1310	1340	U	IV
WPIC......	Sharon, Pa.	1,000	780	790	D	III
WPID......	Petersburg, Va.	250	1210	1240	U-Except Sunday when WBBL operates	IV
WPRA.....	Mayaguez, Puerto Rico	1,000 2,500—LS	780	790	U	III-A
WPRO.....	Providence, R. I.	5,000	630	630	U	III-A
WPRP.....	Ponce, Puerto Rico	250 CP-1,000 5,000—LS	1420 CP-1480	1520	U	II
WPTF......	Raleigh, N. C.	5,000 CP-50,000	680	680	U	II
WQAM....	Miami, Fla.	1,000	560	560	U	III-A
WQAN.....	Scranton, Pa.	500 1,000—LS	880	910	S-WGBI	III-B
WQBC.....	Vicksburg, Miss.	1,000	1360	1390	D	III
WQDM....	St. Albans, Vt.	1,000	1390	1420	D	III
WQXR.....	New York, N. Y.	5,000	1550	1600	U	III-A
WRAK.....	Williamsport, Pa.	250	1370	1400	U	IV
WRAL......	Raleigh, N. C.	250	1210	1240	U	IV
WRAW.....	Reading, Pa.	250	1310	1340	U	IV
WRBL......	Columbus, Ga.	250	1200	1230	U	IV
WRC.......	Washington, D. C.	5,000	950	980	U	III-A
WRDO.....	Augusta, Me.	250	1370	1400	U	IV
WRDW....	Augusta, Ga.	250	1500	1490	U	IV
WREC.....	Memphis, Tenn.	1,000 5,000—LS CP-5,000—U	600	600	U	III-A
WREN.....	Lawrence, Kan.	1,000 5,000—LS	1220	1250	S-KFKU	III-A
WRGA.....	Rome, Ga.	250	1500	1490	U	IV
WRJN.....	Racine, Wis.	250	1370	1400	U	IV
WRLC......	Toccoa, Ga.	250	1420	1450	U	IV
WRNL.....	Richmond, Va.	1,000	880	910	U	III-B
WROK.....	Rockford, Ill.	500 1,000—LS	1410	1440	U	III-B
WROL.....	Knoxville, Tenn.	500 1,000—LS	620	620	U	III-B
WRR.......	Dallas, Tex.	500 CP-5,000	1280	1310	U	III-A
WRUF.....	Gainesville, Fla.	5,000	830	850	L-KOA	II
WRVA.....	Richmond, Va.	50,000	1110	1140	U	I-B
WSAI......	Cincinnati, O.	1,000 5,000—LS CP-5,000—U	1330	1360	U	III-A
WSAJ......	Grove City, Pa.	250	1310	1340	SH	IV
WSAM.....	Saginaw, Mich.	250	1200	1230	SH	IV
WSAN.....	Allentown, Pa.	500 (Proposed 5,000)	1440	1470	S-WCBA	III-B III-A
WSAR......	Fall River, Mass.	1,000	1450	1480	U	III-B
WSAU......	Wausau, Wis.	250	1370	1400	U	IV
WSAV......	Savannah, Ga.	250	1310	1340	U	IV
WSAY......	Rochester, N. Y.	250	1210	1240	U	IV
WSAZ......	Huntington, W. Va.	1,000	1190 CP-900	930	U	III-B
WSB.......	Atlanta, Ga.	50,000	740	750	U	I-A
WSBC.....	Chicago, Ill.	250	1210	1240	SH-WCRW, WEDC	IV
WSBT......	South Bend, Ind.	500	1360 CP-930	960	U	III-B
WSFA......	Montgomery, Ala.	500 1,000—LS	1410	1440	U	III-B
WSGN.....	Birmingham, Ala.	250	1310	1340	U	IV
WSIX......	Nashville, Tenn.	250	1210	1240	U	IV
WSJS......	Winston-Salem, N. C.	250 CP-1,000	1310 CP-600	600	U	III-B
WSKB.....	McComb, Miss.	250	1200	1230	U	IV
WSLB......	Ogdensburg, N. Y.	250	1370	1400	U	IV
WSLI.......	Jackson, Miss.	250	1420	1450	U	IV
WSLS......	Roanoke, Va.	250	1500	1490	U	IV
WSM.......	Nashville, Tenn.	50,000	650	650	U	I-A
WSMB.....	New Orleans, La.	5,000	1320	1350	U	III-A
WSNJ......	Bridgeton, N. J.	250	1210	1240	U	IV
WSOC.....	Charlotte, N. C.	250	1210	1240	U	IV
WSOO.....	Sault Ste. Marie, Mich.	250	1200	1230	U	IV
WSOY.....	Decatur, Ill.	250	1310	1340	U	IV
WSPA......	Spartanburg, S. C.	1,000	920	950	U	III-B
WSPB......	Sarasota, Fla.	250	1420	1450	U	IV
WSPD.....	Toledo, O.	5,000	1340	1370	U	III-A
WSPR......	Springfield, Mass.	500	1140 CP-1240	1270	U	III-B
WSTP......	Salisbury, N. C.	250	1500	1490	U	IV
WSTV......	Steubenville, O.	250	1310	1340	SH-WSAJ	IV
WSUI......	Iowa City, Ia.	1,000 5,000—LS	880	910	U	III-A
WSUN.....	St. Petersburg, Fla.	5,000	620	620	SH-WFLA	III-A
WSVA......	Harrisonburg, Va.	500 CP-1,000	550	550	D	III
WSVS......	Buffalo, N. Y.	250	1370	1400	SH-D-WBNY	IV
WSYB......	Rutland, Vt.	250	1500	1490	U	IV
WSYR......	Syracuse, N. Y.	1,000	570	570	U	III-A
WTAD.....	Quincy, Ill.	1,000	900	930	U	III-B
WTAG.....	Worcester, Mass.	1,000 5,000—LS	580	580	U	III-A
WTAL......	Tallahassee, Fla.	250	1310	1340	U	IV
WTAM.....	Cleveland, O.	50,000	1070	1100	U	I-A
WTAQ.....	Green Bay, Wis.	5,000	1330	1360	U	III-A
WTAR.....	Norfolk, Va.	5,000	780	790	U	III-A
WTAW.....	College Station, Tex.	500 CP-1,000—LS	1120	1150	SH-D-KTBC	III
WTAX.....	Springfield, Ill.	250	1210	1240	U	IV
WTBO.....	Cumberland, Md.	250	800	820	L-WFAA, WBAP	II
WTCM.....	Traverse City, Mich.	250	1370	1400	U	IV
WTCN.....	Minneapolis, Minn.	1,000 5,000—LS	1250	1280	U	III-A
WTEL......	Philadelphia, Pa.	250	1310	1340	S-WHAT	IV
WTHT.....	Hartford, Conn.	250	1200	1230	U	IV
WTIC......	Hartford, Conn.	50,000	1040	1080	U	I-B
WTJS......	Jackson, Tenn.	250 CP-1,000	1310 CP-1360	1390	U	III-B
WTMA.....	Charleston, S. C.	250	1210	1240	U	IV
WTMC.....	Ocala, Fla.	250	1500	1490	U	IV
WTMJ.....	Milwaukee, Wis.	1,000 5,000—LS CP-5,000—U	620	620	U	III-A
WTMV.....	E. St. Louis, Ill.	250	1500	1490	U	IV
WTNJ......	Trenton, N. J.	500	1280	1310	S-WCAM, WCAP	III-B
WTOC.....	Savannah, Ga.	1,000 5,000—LS	1260	1290	U	III-A
WTOL.....	Toledo, O.	250	1200	1230	U	IV
WTRC.....	Elkhart, Ind.	250	1310	1340	U	IV
WTRY.....	Troy, N. Y.	1,000	950	980	U	III-B
WTSP......	St. Petersburg, Fla.	250 CP-500 1,000—LS	1370 CP-1350	1380	U	III-B
WVFW.....	Brooklyn, N. Y.	500	1400	1430	S-WARD, WBBC, WLTH	III-B
WWDC.....	Washington, D. C.	250	1420	1450	U	IV
WWJ.......	Detroit, Mich.	1,000 5,000—LS CP-5,000—U	920	950	U	III-A
WWL......	New Orleans, La.	50,000	850	870	U	I-A
WWNC.....	Asheville, N. C.	1,000	570	570	U	III-A
WWNY.....	Watertown, N. Y.	500	1270	1300	D	III
WWRL.....	Woodside, N. Y.	250	1500	1490	SH-WCNW	IV
WWSW....	Pittsburgh, Pa.	250	1500	1490	U	IV
WWVA.....	Wheeling, W. Va.	5,000 (Proposed 50,000)	1160	1170	U	II I-B
WXYZ......	Detroit, Mich.	5,000	1240	1270	U	III-A

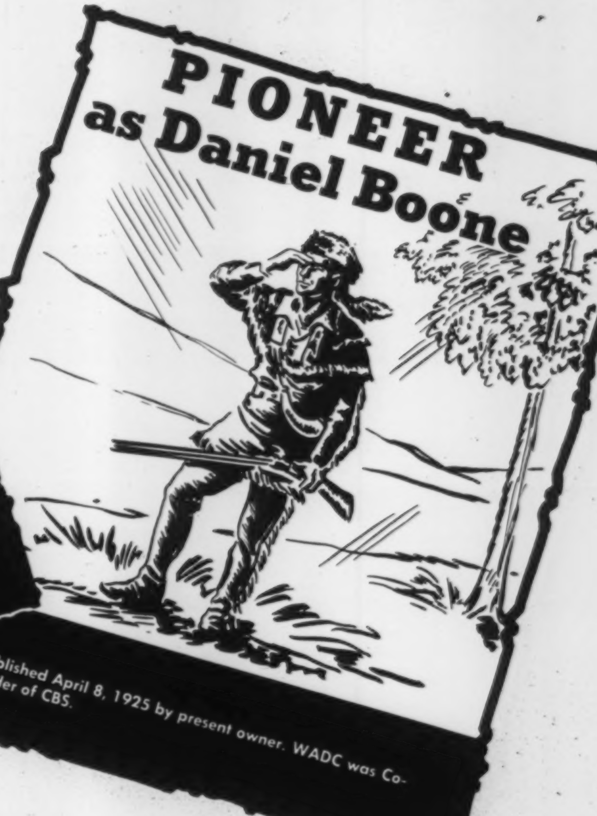
XUM

That POWERFUL POPULAR PIONEER Station for Akron

. . . WADC

POWERFUL
as Atlas

WADC gives a big lift to sales with 400% more power than other Akron stations combined.


PIONEER
as Daniel Boone

Established April 8, 1925 by present owner. WADC was Co-founder of CBS.

POPULAR
as Christmas

. . . because management with 27 years in show business, plus 15 years in radio, knows what listeners want—and gives it to them!

That Station for RESULTS

WADC

**AKRON
OHIO**

**ALLEN T. SIMMONS, OWNER
5000 WATTS DAY and NIGHT · Basic CBS
Represented by GEORGE P. HOLLINGBERY CO.**

Log of U. S. Broadcast Stations Under Havana Treaty

Frequency List as of January 1, 1941 Showing New Assignments Tentatively Scheduled for March 29, 1941

ABBREVIATIONS

U—Unlimited Time. D—Daytime. N—Night Time. S—Shares Time. SH—Specified Hours. LS—Power Until Local Sunset. L—Limited Time With Dominant Station. CP—Construction Permit. DA—Directional Antenna.

EXPLANATION

Powers shown are those at present authorized, except for local stations, all of which are listed for 250 watts fulltime in accord with treaty provisions. All powers are U unless otherwise designated. Where LS and D powers are shown, the upper power designation is the night power. For definitions of station classes see Page 398.

(For text of North American Broadcasting Agreement, see Pages 398–407)

550 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KOY	Phoenix, Ariz.	1,000	175	U	III-A
KSD	St. Louis, Mo.	1,000 5,000—LS	200 DA-N	U	III-B
WGR	Buffalo, N. Y.	1,000 5,000—LS	175	U	III-B
KFYR	Bismarck, N. D.	1,000 5,000—LS	210	U	III-A
WKRC	Cincinnati, O.	1,000 5,000—LS	DA	U	III-B
KOAC	Corvallis, Ore.	1,000 5,000—LS	DA	U	III-A
KTSA	San Antonio, Tex.	1,000 5,000—LS	175	U	III-A
WDEV	Waterbury, Vt.	1,000	180	D	III
WSVA	Harrisonburg, Va.	1,000	175	D	III

560 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KSFO	San Francisco, Cal.	1,000 5,000—LS	175	U	III-A
KLZ	Denver, Colo.	5,000	DA	U	III-A
WQAM	Miami, Fla.	1,000	175	U	III-A
WIND	Gary, Ind.	5,000	DA	U	III-A
WGAN	Portland, Me.	5,000	175 DA-N	U	III-A
KWTO	Springfield, Mo.	5,000 1,000 (5 a.m. to 6 a.m.)	190	D (5 a.m. to local sunset)	III
WFIL	Philadelphia, Pa.	1,000	175	U	III-A
WIS	Columbia, S. C.	5,000	175 DA-N	U	III-A
KFDM	Beaumont, Tex.	1,000	175	U	III-A

570 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KMTR	Los Angeles, Cal.	1,000	175	U	III-A
WMCA	New York City	1,000 5,000—LS	DA	U	III-A
WSYR	Syracuse, N. Y.	1,000	DA	U	III-A
WWNC	Asheville, N. C.	1,000	175	U	III-A
WOSU	Columbus, O.	1,000	175	SH-WKBN	III-A
WKBN	Youngstown, O.	500 1,000—LS	175	SH-WOSU	III-B
WNAX	Yankton, S. D.	5,000	190 DA-N	U	III-A
KGKO	Fort Worth, Tex.	1,000 5,000—LS	180 DA-N	U	III-A
KUTA	Salt Lake City, Utah	1,000	DA	U	III-B
KVI	Tacoma, Wash.	5,000	190	U	III-A
WMAM	Marinette, Wis.	250	175	D	IV

580 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KMJ	Fresno, Cal.	5,000	175	U	III-A
WDBO	Orlando, Fla.	5,000	175 DA-N	U	III-A
WILL	Urbana, Ill.	5,000	DA	D	III
KSAC	Manhattan, Kan.	500 1,000—LS	175	S-WIBW	III-B
WIBW	Topeka, Kan.	5,000	190 DA-N	S-KSAC	III-A
WTAG	Worcester, Mass.	1,000 5,000—LS	DA	U	III-A
WCHS	Charleston, W. Va.	5,000	175 DA-N	U	III-A

590 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KGMB	Honolulu, Hawaii	5,000	175	U	III-A
WEEI	Boston, Mass.	5,000	DA	U	III-A
WKZO	Kalamazoo, Mich.	1,000	189 DA-N	U	III-B
WOW	Omaha, Neb.	5,000	180	U	III-A
WMBS	Uniontown, Pa.	1,000	175 DA-N	U	III-B
KHQ	Spokane, Wash.	5,000	235	U	III-A

600 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KFSD	San Diego, Cal.	5,000	175	U	III-A
WICC	Bridgeport, Conn.	500 1,000—LS	DA	U	III-B
WMT	Cedar Rapids, Ia.	5,000	180 DA-N	U	III-A
WCAO	Baltimore, Md.	500 1,000—LS	175	U	III-B
WSJS	Winston-Salem, N. C.	1,000	DA-N	U	III-B
WREC	Memphis, Tenn.	5,000	DA	U	III-A
KROD	El Paso, Tex.	500 1,000—LS	...	U	III-B

610 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KFAR	Fairbanks, Alas.	1,000	175	U	III-A
KFRC	San Francisco, Cal.	5,000	175	U	III-A
WIOD	Miami, Fla.	5,000	DA	U	III-A
WDAF	Kansas City, Mo.	5,000	185	U	III-A
WMUR	Manchester, N. H.	1,000 5,000—LS	DA	U	III-B
WCLE	Cleveland ,O.	500	175	D	III
WIP	Philadelphia, Pa.	5,000	DA	U	III-A

620 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KTAR	Phoenix, Ariz.	5,000	DA	U	III-A
WFLA	Tampa, Fla.	5,000	183 DA-N	SH-WSUN	III-A
WSUN	St. Petersburg, Fla.	5,000	183 DA-N	SH-WFLA	III-A
WLBZ	Bangor, Me.	500 1,000—LS	180	U	III-B
WAGE	Salina, N. Y. (near Syracuse)	1,000	175 DA-N	U	III-B
KGW	Portland, Ore.	1,000 5,000—LS	210	U	III-A
WHJB	Greensburg, Pa.	250	150	D	IV
WKAQ	San Juan, P. R.	5,000	195	U	III-A
WROL	Knoxville, Tenn.	500 1,000—LS	175 DA-N	U	III-B
KWFT	Wichita Falls, Tex.	1,000 5,000—LS	DA	U	III-B
WTMJ	Milwaukee, Wis.	5,000	190 DA-N	U	III-A

630 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KVOD	Denver, Colo.	1,000	205 DA-N	U	III-A
WMAL	Washington, D. C.	5,000	DA	U	III-A
KXOK	St. Louis, Mo.	5,000	DA	U	III-A
KOH	Reno, Nev.	1,000	175 DA-N	U	III-A
WPRO	Providence, R. I.	5,000	210 DA-N	U	III-A
KGFX	Pierre, S. D.	200	150	SH-D	IV

XUM

It's Good ★ Business

FOR YOU TO CHECK THE WEST'S THIRD MARKET

The Blue Ribbon Stations in the Blue Ribbon territory of the West.

Memo
Check the West's Third Market Call a McClatchy representative

3RD
LARGEST MARKET IN THE WEST
17TH
IN THE NATION
RENO
SACRAMENTO
STOCKTON
FRESNO
BAKERSFIELD

A Greater Market . . . More People, More Dollars

★ The story of the past year in Interior California is a story of sensational progress. More than 73 millions of expenditures in one great public project alone*. California led the nation in population increase** Private construction at an all-time high mark. Now more than ever before, California's Great Central Valleys offer the most fertile soil in the entire West for advertising dollars. The McClatchy Stations are an integral part of this marvelous development. They are powered to do a real job. Check the McClatchy Stations as a point of good business.

*Central Valleys Project. **Unofficial figures 1940 census.

KFBK SACRAMENTO **KMJ** FRESNO **KWG** STOCKTON **KERN** BAKERSFIELD **KOH** RENO, NEVADA

Affiliated with The McClatchy Newspapers . . . The Sacramento Bee, The Fresno Bee, and The Modesto Bee

McCLATCHY BROADCASTING COMPANY

Memo:
Check the West's
Third Market
Call a McClatchy
representative
E.P.

Cal
Letter

KFI.
WOI.
WHK

WSM

KOW
WEA

WMA

KPO.
WLA

KFE

WPT

KGG
WNA

WLW

KMP
WOR
KIRO

WGN

KQW

WSB.
KMM
WHE

KGU.
WJR.

WLB.

WCA

WEW
WJZ.
KXA

WBB
WJA

KFQ
KECA

KGH

WPIC
WPRA

WEA
KFDY
WMC

WTA

BR

XUM

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
640 KILOCYCLES					
KFI	Los Angeles, Cal.	50.000	225	U	I-A
WOI	Ames, Ia.	5.000	180	D	II
WHKC	Columbus, O.	500	175	L-KFI	II
650 KILOCYCLES					
WSM	Nashville, Tenn.	50.000	225	U	I-A
660 KILOCYCLES					
KOWH	Omaha, Neb.	500	175	D	II.
WEAF	New York City	50.000	DA	U	I-A
670 KILOCYCLES					
WMAQ	Chicago, Ill.	50.000	225	U	I-A
680 KILOCYCLES					
KPO	San Francisco, Cal.	50.000	225	U	I-B
WLAW	Lawrence, Mass.	5.000	175 DA-N	U	II
KFEQ	St. Joseph, Mo.	500 2.500—LS	175	L-KPO	II
WPTF	Raleigh, N. C.	50.000	187 DA-N	U	II
690 KILOCYCLES					
KGGF	Coffeyville, Kan.	1.000	DA	SH-WNAD	II
WNAD	Norman, Okla.	1.000	DA	SH-KGGF	II
700 KILOCYCLES					
WLW	Cincinnati, O.	50.000	260	U	I-A
710 KILOCYCLES					
KMPC	Beverly Hills, Cal.	5.000	DA	U	II
WOR	Newark, N. J.	50.000	DA	U	I-B
KIRO	Seattle, Wash.	10,000	DA	U	I-B
720 KILOCYCLES					
WGN	Chicago, Ill.	50.000	250	U	I-A
740 KILOCYCLES					
KQW	San Jose, Cal.	5,000	DA	U	II
750 KILOCYCLES					
WSB	Atlanta, Ga.	50,000	225	U	I-A
KMMJ	Grand Island, Neb.	1.000	180	L-WSB	II
WHEB	Portsmouth, N. H.	1.000	175	L-WSB	II
760 KILOCYCLES					
KGU	Honolulu, Hawaii	2.500	175	L-WJR	II
WJR	Detroit, Mich.	50.000	225	U	I-A
770 KILOCYCLES					
WLB	Minneapolis, Minn.	5.000	175	S-WCAL (2/3 daytime)	II
WCAL	Northfield, Minn.	5.000	180	S-WLB (1/3 daytime)	II
WEW	St. Louis, Mo.	1.000	175	D	II
WJZ	New York City	50.000	235	U	I-A
KXA	Seattle, Wash.	1.000	175	L-WJZ	II
780 KILOCYCLES					
WBBM	Chicago, Ill.	50.000	225	U	I-A
WJAG	Norfolk, Nebr.	1.000	175	L-WBBM	II
790 KILOCYCLES					
KFQD	Anchorage, Alaska	250	150	SH	IV
KECA	Los Angeles, Cal.	5.000	200 DA-N	U	III-A
KGHL	Billings, Mont.	5.000	205 DA-N	U	III-A
WPIC	Sharon, Pa.	1.000	175	D	III
WPRA	Mayaguez, P. R.	1.000 2.500—LS	175	U	III-A
WEAN	Providence, R. I.	5.000	DA	U	III-A
KFDY	Brookings, S. D.	1.000	175	SH-D	III
WMC	Memphis, Tenn.	1.000 5.000—LS	235 DA-N	U	III-A
WTAR	Norfolk, Va.	5,000	181 DA-N	U	III-A

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
810 KILOCYCLES					
KGO	San Francisco, Cal.	7.500 (Proposed 10.000)	225	U	II I-B
KOAM	Pittsburgh, Kan.	1.000	185	D	II
WGY	Schenectady, N. Y.	50.000	235	U	I-B
820 KILOCYCLES					
WTBO	Cumberland, Md.	250	175	L-WFAA-WBAP	II
WFAA	Dallas, Tex.	50,000	245	S-WBAP	I-A
WBAP	Fort Worth, Tex.	50.000	245	S-WFAA	I-A
830 KILOCYCLES					
WCCO	Minneapolis, Minn.	50,000	245	U	I-A
WNYC	New York City	1,000	DA	L-WCCO	II
840 KILOCYCLES					
WHAS	Louisville, Ky.	50,000	250	U	I-A
850 KILOCYCLES					
KOA	Denver, Colo.	50,000	225	U	I-A
WRUF	Gainesville, Fla.	5.000	175	L-KOA	II
WHDH	Boston, Mass.	1,000	175	L-KOA	II
KFUO	Clayton, Mo.	5.000	175	L-KOA	II
WEEU	Reading, Pa.	1.000	175	D	II
860 KILOCYCLES					
KTRB	Modesto, Cal.	250	175	D	II
870 KILOCYCLES					
KIEV	Glendale, Cal.	250	175	D	II
WWL	New Orleans, La.	50.000	DA	U	I-A
WKAR	East Lansing, Mich.	5.000	175	D	II
WHCU	Ithaca, N. Y.	1.000	175	L-WWL	II
880 KILOCYCLES					
WHB	Kansas City, Mo.	1,000	175	D	II
WABC	New York City	50,000	225	U	I-A
890 KILOCYCLES					
WENR	Chicago, Ill.	50,000	240	S-WLS	I-A
WLS	Chicago, Ill.	50.000	240	S-WENR	I-A
910 KILOCYCLES					
KLX	Oakland, Cal.	1,000	175	U	III-A
KPOF	Denver, Colo.	1,000	175	S-KFKA	III-A
KFKA	Greeley, Colo.	1,000	175	S-KPOF	III-A
WSUI	Iowa City, Ia.	1.000 5,000—LS	DA	U	III-A
WFDF	Flint, Mich.	1,000	DA	U	III-B
WCOC	Meridian, Miss.	1,000	190	U	III-A
WGBI	Scranton, Pa.	500 1,000—LS	175	S-WQAN	III-B
WQAN	Scranton, Pa.	500 1.000—LS	175	S-WGBI	III-B
WJHL	Johnson City, Tenn.	1.000	175 DA-N	U	III-B
KRRV	Sherman, Tex.	1.000	DA	U	III-B
WRNL	Richmond, Va.	1,000	DA	U	III-B
KVAN	Vancouver, Wash.	250	175	D	IV
920 KILOCYCLES					
KARK	Little Rock, Ark.	5,000	212 DA-N	U	III-A
KTKC	Visalia, Cal.	1.000	180 DA-N	U	III-B
WGST	Atlanta, Ga.	1.000 5.000—LS	185	U	III-A
WBAA	West Lafayette, Ind.	1.000 5.000—LS	175 DA-N	U	III-B
KFNF	Shenandoah, Ia.	500 1,000—LS	220	S-KUSD	III-B
WJAR	Providence, R. I.	5,000	DA	U	III-A
KUSD	Vermillion, S. D.	500	175	S-KFNF	III-B
KFPY	Spokane, Wash.	5,000	210	U	III-A
WMMN	Fairmont, W. Va.	5,000	177 DA-N	U	III-A

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
930 KILOCYCLES					
KGBU......	Ketchikan, Alaska	500	175	U	III-B
KHJ.......	Los Angeles, Cal.	5,000	DA	U	III-A
WJAX......	Jacksonville, Fla.	1,000 5,000—LS	190	U	III-A
KSEI.......	Pocatello, Ida.	250 1,000—LS	175	U	III-B
WTAD......	Quincy, Ill.	1,000	185 DA-N	U	III-B
WFMD......	Frederick, Md.	500	185 DA-N	U	III-B
WPAT......	Paterson, N. J.	1,000	175	D	III
WBEN......	Buffalo, N. Y.	5,000	200 DA-N	U	III-A
WKY.......	Oklahoma City, Okla.	5,000	190 DA-N	U	III-A
WSAZ......	Huntington, W. Va.	1,000	DA	U	III-B
WLBL......	Stevens Point, Wis.	5,000	200	D	III
940 KILOCYCLES					
WMAZ......	Macon, Ga.	1,000 5,000—LS	175 DA-N	D to 9 p.m.	II
950 KILOCYCLES					
KFEL......	Denver, Colo.	5,000	DA	U	III-A
WAAF......	Chicago, Ill.	1,000	175	D	III
WORL......	Boston, Mass.	1,000	185	D	III
WWJ.......	Detroit, Mich.	5,000	210 DA-N	U	III-A
WPEN......	Philadelphia, Pa.	5,000	175 DA-N	UU	III-A
WSPA......	Spartanburg, S. C.	1,000	180 DA-N	U	III-B
KPRC......	Houston, Tex.	5,000	200 DA-N	U	III-A
KOMO......	Seattle, Wash.	5,000	245 DA-N	U	III-A
960 KILOCYCLES					
WBRC......	Birmingham, Ala.	5,000	175 DA-N	U	III-A
KROW......	Oakland, Cal.	1,000	175	U	III-A
WELI......	New Haven, Conn.	1,000	170 DA-N	U	III-B
WSBT......	South Bend, Ind.	500	DA	U	III-B
KMA.......	Shenandoah, Ia.	1,000 5,000—LS	225	U	III-A
WDBJ......	Roanoke, Va.	5,000	210 DA-N	U	III-A
970 KILOCYCLES					
WKGA......	Tampa, Fla.	1,000 5,000—LS	175 DA-N	U	III-B
WAVE......	Louisville, Ky.	5,000	DA	U	III-A
WCSH......	Portland, Me.	5,000	DA	U	III-A
WAAT......	Jersey City, N. J.	1,000	175 DA-N	U	III-B
WDAY......	Fargo, N. D.	5,000	175 DA-N	U	III-A
WICA......	Ashtabula, O.	1,000	175	D	III
KOIN......	Portland, Ore.	5,000	224 DA-N	U	III-A
WHA.......	Madison, Wis.	5,000	175	D	III
980 KILOCYCLES					
KFWB......	Los Angeles, Cal.	5,000	220	U	III-A
WRC.......	Washington, D. C.	5,000	185 DA-N	U	III-A
WHAL......	Saginaw, Mich.	500	175	D	III
KMBC......	Kansas City, Mo.	5,000	224 DA-N	U	III-A
WTRY......	Troy, N. Y.	1,000	DA	U	III-B
990 KILOCYCLES					
WIBG......	Glenside, Pa.	1,000	175	D	II
WNOX......	Knoxville, Tenn.	1,000 5,000—LS	235 DA-N	U	II
1000 KILOCYCLES					
WCFL......	Chicago, Ill.	5,000 (Proposed 10,000)	225 DA	U	II I-B
WINS......	New York City	1,000	175	L-WCFL	II
KJR.......	Seattle, Wash.	5,000 (Proposed 10,000)	250 DA-N	U	II I-B

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
1020 KILOCYCLES					
KFVD......	Los Angeles, Cal.	1,000	185	L-KDKA	II
KDKA......	Pittsburgh, Pa.	50,000	295	U	I-A
1030 KILOCYCLES					
WBZ.......	Boston, Mass.	50,000	DA	U-Synchronized with WBZA	I-B
WBZA......	Springfield, Mass.	1,000	175	U-Synchronized with WBZ	II
KOB.......	Albuquerque, N. M.	50,000	225 DA-N	U	II
1040 KILOCYCLES					
WHO.......	Des Moines, Ia.	50,000	225	U	I-A
1050 KILOCYCLES					
WDZ.......	Tuscola, Ill.	1,000	180	D	II
WHN.......	New York City	1,000 5,000—LS	175 DA-N	U	II
1060 KILOCYCLES					
KYW.......	Philadelphia, Pa.	50,000	DA	U	I-B
1070 KILOCYCLES					
WAPI......	Birmingham, Ala.	5,000 (Proposed 50,000)	225 DA-N	U	II
KNX.......	Los Angeles, Cal.	50,000	245	U	I-B
WIBC......	Indianapolis, Ind.	1,000 5,000—LS	190 DA	U	II
KFBI......	Wichita, Kan.	1,000 5,000—LS	175 DA-N	U	II
WEAU......	Eau Claire, Wis.	1,000 5,000—LS	190 DA-N	L-KFBI	II
1080 KILOCYCLES					
KYOS......	Merced, Cal.	250	175	D	II
WTIC......	Hartford, Conn.	50,000	226 DA-N	U	I-B
WCAZ......	Carthage, Ill.	100	185	D	II
KWJJ......	Portland, Ore.	500	190	L-KRLD, WTIC	II
KRLD......	Dallas, Tex.	50,000	225 DA-N	U	I-B
1090 KILOCYCLES					
KTHS......	Hot Springs, Ark.	10,000 (Proposed 50,000)	225 DA-N	U	I-B
WBAL......	Baltimore, Md.	50,000	225 DA-N	U	I-B
1100 KILOCYCLES					
KJBS......	San Francisco, Cal.	500	175	L-WTAM	II
WTAM......	Cleveland, O.	50,000	225	U	I-A
1110 KILOCYCLES					
WCBD......	Chicago, Ill.	5,000	225	L-WBT, KFAB S-WMBI	II
WMBI......	Chicago, Ill.	5,000	250	L-WBT, KFAB S-WCBD	II
KFAB......	Lincoln, Neb.	10,000 (Proposed 50,000)	225 DA-N	U	I-B
WBT.......	Charlotte, N. C.	50,000	225 DA-N	U	I-B
1120 KILOCYCLES					
KMOX......	St. Louis, Mo.	50,000	225	U	I-A
1130 KILOCYCLES					
KGDM......	Stockton, Cal.	1,000	175	D	II
KWKH......	Shreveport, La.	50,000	253 DA-N	U	II
WCAR......	Pontiac, Mich.	1,000	185	D	II
WDGY......	Minneapolis, Minn.	5,000 10,000—LS	175 DA-N	U	II
WOV.......	New York City	10,000	DA	U	I-B
1140 KILOCYCLES					
KSOO......	Sioux Falls, S. D	5,000	180 DA-N	L-WRVA	II
WRVA......	Richmond, Va.	50,000	DA	U	I-B

560 KILOCYCLES W·I·N·D THE TIP-TOP SPOT ON YOUR DIAL

NEWS for 1941!

560 KILOCYCLES W·I·N·D THE TIP-TOP SPOT ON YOUR DIAL

NEW POWER! By a decision of the Federal Communications Commission rendered the latter part of 1940, W-I-N-D was granted a nighttime power boost of from 1,000 to 5,000 watts. When broadcasting on a frequency of 560 kilocycles with 5,000 watts power, radio engineers have determined that such a station's primary coverage area is equivalent or better to a station broadcasting with 50,000 watts power on any frequency above 900 kilocycles.

A reprint and chart from Printers Ink showing coverage on a basis of the relationship between frequency and power, may be had upon request by writing to W-I-N-D.

NEW TRANSMITTER! To utilize the advantages of our increased power and desirable frequency, W-I-N-D has installed a complete new transmitter. This transmitter is the last word in radio technical improvements. The transmitter is the only 5,000 watt high fidelity, high level modulated air-cooled plant in the Chicago Area.

Through the use of an audio feed-back, distortion of less than 3 per cent is possible over a frequency rate of between 30 and 10,000 cycles. This equipment gives W-I-N-D the finest technical plant in the Chicago Area.

NEW TOWERS! Three new Truscon towers of the latest design have been erected. The towers are designed to give W-I-N-D an unique directive antenna array that will aim its beam where it will cover the most densely populated areas in the greater Chicago market.

It is engineering like this that will bring an ever increasing number of listeners to the outstanding W-I-N-D Columbia network and W-I-N-D produced programs.

National
Sales Offices
230 No. Michigan Ave.
Chicago, Ill.

W-I-N-D

Studios
In Gary, the Heart of the busy Calumet Steel Production Area, and in Chicago at 230 North Michigan Avenue.

National
Sales Representative
The Foreman Company
New York & Chicago

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RADIO HEADQUARTERS FOR CHICAGO

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- The most modern studios and equipment in Chicago are now available to advertisers using the facilities of—

The Nation's Largest Independent Station

WJJD
20,000 WATTS
230 N. MICHIGAN AVE.
Carbide & Carbon Bldg. (2nd Floor)
CHICAGO, ILL.
Telephone State 5466

PAUL H. RAYMER CO.
National Representatives

1150 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KFSG	Los Angeles, Cal.	1,000 2,500—LS	175	S-KRKD	III-A
KRKD	Los Angeles, Cal.	1,000 2,500—LS	175	S-KFSG	III-A
WDEL	Wilmington, Del.	5,000	DA	U	III-A
KSAL	Salina, Kans.	1,000	200 DA-N	U	III-B
WJBO	Baton Rouge, La.	5,000	225 DA	U	III-A
WCOP	Boston, Mass.	500	185 DA-N	U	III-B
KSWO	Lawton, Okla.	250	DA-N	D	IV
WKPA	New Kensington, Pa.	250	150	D	IV
WAPO	Chattanooga, Tenn.	1,000 5,000—LS	195 DA-N	U	III-B
KTBC	Austin, Tex.	1,000	175	SH-D-WTAW	III
WTAW	College Station, Tex.	1,000	175	SH-D-KTBC	III
KRSC	Seattle, Wash.	1,000	175	U	III-A
KFIO	Spokane, Wash.	100	150	D	IV
WISN	Milwaukee, Wis.	5,000	DA	U	III-A

1160 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WJJD	Chicago, Ill.	20,000	175	L-KSL	II
KSL	Salt Lake City, Utah	50,000	225	U	I-A

1170 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KVOO	Tulsa, Okla.	25,000 (Proposed 50,000)	175 DA-N	U	I-B
WWVA	Wheeling, W. Va.	5,000 (Proposed 50,000)	195 DA	U	II I-B

1180 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WHAM	Rochester, N. Y.	50,000	245	U	I-A

1190 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WOWO	Fort Wayne, Ind.	10,000 (Proposed 50,000)	245 DA	U	I-B
KEX	Portland, Ore.	5,000 (Proposed 50,000)	225 DA	U	II I-B

1200 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WCAU	Philadelphia, Pa.	50,000	225	U	I-A

1210 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WOAI	San Antonio, Tex.	50,000	225	U	I-A

1230 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WBHP	Huntsville, Ala.	250	175	U	IV
WMOB	Mobile, Ala.	250	150	U	IV
WJRD	Tuscaloosa, Ala.	250	175	U	IV
KSUN	Lowell, Ariz.	250	185	U	IV
KPHO	Phoenix, Ariz.	250	150	U	IV
KBTM	Jonesboro, Ark.	250	180	U	IV
KGHI	Little Rock, Ark.	250	150	U	IV
KGFJ	Los Angeles, Cal.	250	150	U	IV
KVCV	Redding, Cal.	250	150	U	IV
KVEC	San Luis Obispo, Cal.	250	185	U	IV
KWG	Stockton, Cal.	250	150	U	IV
KFXJ	Grand Junction, Colo.	250	180	U	IV
KGEK	Sterling, Colo.	250	150	U	IV
WTHT	Hartford, Conn.	250	150	U	IV
WLOF	Orlando, Fla.	250	150	U	IV
WDLP	Panama City, Fla.	250	150	U	IV
WJNO	West Palm Beach, Fla.	250	175	U	IV
WRBL	Columbus, Ga.	250	180	U	IV
WBLJ	Dalton, Ga.	250	...	U	IV
WAYX	Waycross, Ga.	250	150	U	IV
KHBC	Hilo, Hawaii	250	150	U	IV
KFXD	Nampa, Ida.	250	150	U	IV
WJBC	Bloomington, Ill.	250	180	U	IV
WJOB	Hammond, Ind.	250	150	U-D S-WFAM-N	IV
WBOW	Terre Haute, Ind.	250	190	U	IV
KFJB	Marshalltown, Ia.	250	180	U	IV
WHOP	Hopkinsville, Ky.	250	180	U	IV
KMLB	Monroe, La.	250	175	U	IV
WJBW	New Orleans, La.	250	185	U	IV
WABI	Bangor, Me.	250	195	U	IV
WITH	Baltimore, Md.	250	...	U	IV

1230 KILOCYCLES—Continued

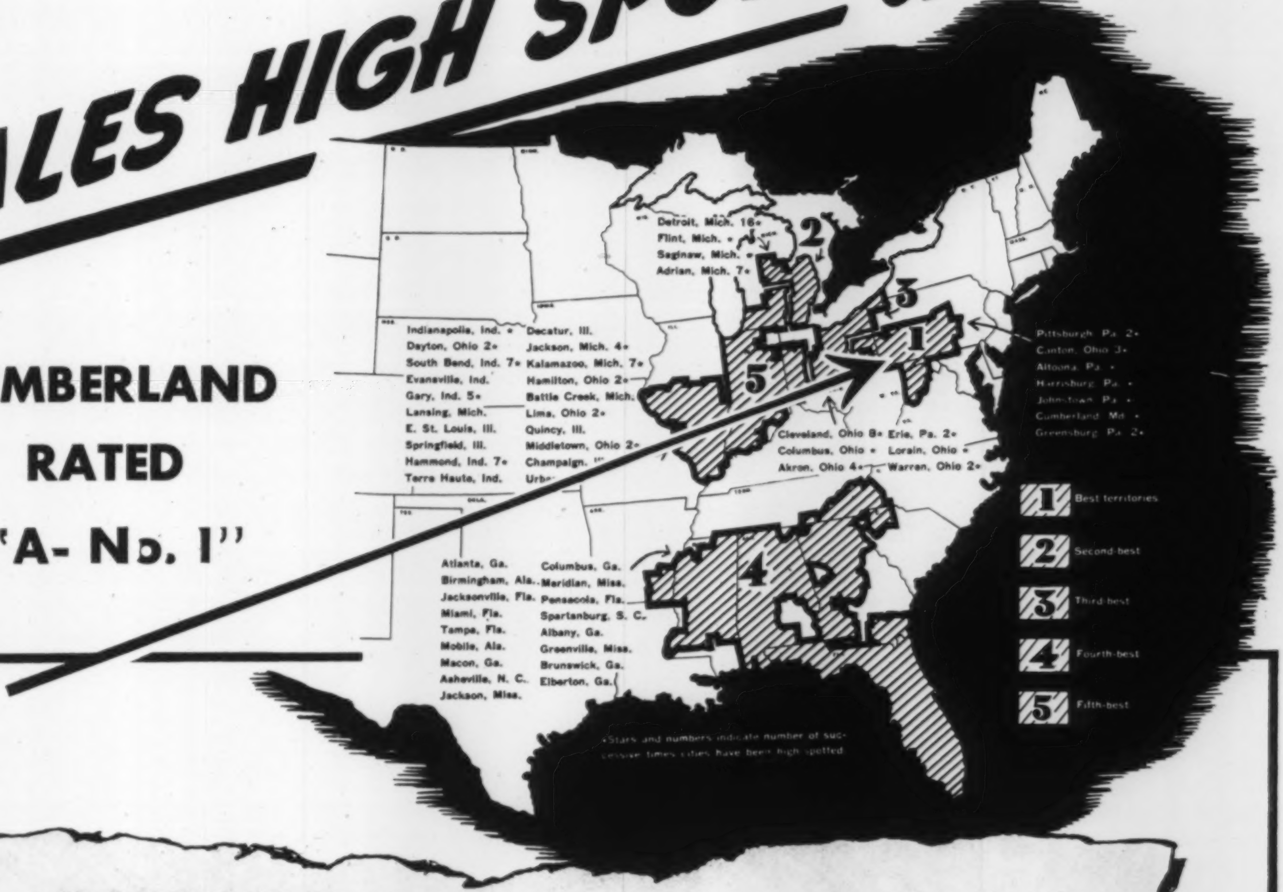
Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WESX	Salem, Mass.	250	175	U	IV
WMAW	Worcester, Mass.	250	...	U	IV
WGRB	Grand Rapids, Mich.	250	150	U	IV
WMPC	Lapeer, Mich.	250	150	SH	IV
WSAM	Saginaw, Mich.	250	150	SH	IV
WSOO	Sault Ste. Marie, Mich.	250	150	U	IV
KGDE	Fergus Falls, Minn.	250	150	U	IV
KYSM	Mankato, Minn.	250	200	U	IV
KWNO	Winona, Minn.	250	190	U	IV
WSKB	McComb, Miss.	250	190	U	IV
WIL	St. Louis, Mo.	250	150	U	IV
KHAS	Hastings, Nebr.	250	190	U	IV
WBAB	Atlantic City, N. J.	250	150	U	IV
WENY	Elmira, N. Y.	250	240	U	IV
WIBX	Utica, N. Y.	250	150	U	IV
WMFR	High Point, N. C.	250	150	U	IV
WFTC	Kinston, N. C.	250	175	U	IV
WCBT	Roanoke Rapids, N. C.	250	150	U	IV
WHBC	Canton, O.	250	265	U	IV
WCPO	Cincinnati, O.	250	150	U	IV
WCOL	Columbus, O.	250	150	U	IV
WTOL	Toledo, O.	250	150	U	IV
KADA	Ada, Okla.	250	175	U	IV
WBBZ	Ponca City, Okla.	250	150	U	IV
KAST	Astoria, Ore.	250	175	U	IV
KODL	The Dalles, Ore.	250	150	U	IV
KOOS	Marshfield, Ore.	250	150	U	IV
WCED	Du Bois, Pa.	250	150	U	IV
WEST	Easton, Pa	250	170	U	IV
WKBO	Harrisburg, Pa.	250	150	U	IV
WAIM	Anderson, S. C.	250	150	U	IV
WOLS	Florence, S. C.	250	165	U	IV
WCAT	Rapid City, S. D.	250	180	U	IV
KELO	Sioux Falls, S. D.	250	150	U	IV
KFDA	Amarillo, Tex.	250	150	U	IV
KVNU	Logan, Utah	250	150	U	IV
WCAX	Burlington, Vt.	250	150	U	IV
WLVA	Lynchburg, Va.	250	150	U	IV
KVOS	Bellingham, Wash.	250	175	U	IV
WLOG	Logan, W. Va.	250	150	U	IV
WAJR	Morgantown, W. Va.	250	150	U	IV
WHBY	Appleton, Wis.	250	150	U	IV
WCLO	Janesville, Wis.	250	195	U	IV
WDSM	Superior, Wis.	250	175	U	IV
KPOW	Powell, Wyo.	250	...	U	IV

1240 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WJBY	Gadsden, Ala.	250	175	U	IV
WCOV	Montgomery, Ala.	250	175	U	IV
KWJB	Globe, Ariz.	250	180	U	IV
KYUM	Yuma, Ariz.	250	150	U	IV
KDON	Monterey, Cal.	250	150	U	IV
KPPC	Pasadena, Cal.	250	150	S-KFXM	IV
KROY	Sacramento, Cal.	250	175	U	IV
KFXM	San Bernardino, Cal.	250	150	S-KPPC	IV
WFTM	Fort Myers, Fla.	250	150	U	IV
WFOY	St. Augustine, Fla.	250	175	U	IV
WGAC	Augusta, Ga.	250	150	U	IV
WGGA	Gainesville, Ga.	250	150	U	IV
WLAG	LaGrange, Ga.	250	...	U	IV
WBML	Macon, Ga.	250	150	U	IV
WPAX	Thomasville, Ga.	250	150	U	IV
WCRW	Chicago, Ill.	250	150	SH-WEDC, WSBC	IV
WEDC	Chicago, Ill.	250	150	SH-WCRW, WSBC	IV
WSBC	Chicago, Ill.	250	150	SH-WCRW, WEDC	IV
WEBQ	Harrisburg, Ill.	250	150	U	IV
WTAX	Springfield, Ill.	250	150	U	IV
WHBU	Anderson, Ind.	250	150	U	IV
KBIZ	Ottumwa, Ia.	250	...	U	IV
KIUL	Garden City, Kan.	250	150	U	IV
KANS	Wichita, Kan.	250	150	U	IV
WINN	Louisville, Ky.	250	150	U	IV
KALB	Alexandria, La.	250	150	U	IV

SALES HIGH SPOTS!

CUMBERLAND
RATED
"A- No. 1"


Detroit, Mich. 16★
Flint, Mich. ★
Saginaw, Mich. ★
Adrian, Mich. 7★
Indianapolis, Ind. ★
Dayton, Ohio 2★
South Bend, Ind. 7★
Evansville, Ind.
Gary, Ind. 5★
Lansing, Mich.
E. St. Louis, Ill.
Springfield, Ill.
Hammond, Ind. 7★
Terre Haute, Ind.
Decatur, Ill.
Jackson, Mich. 4★
Kalamazoo, Mich. 7★
Hamilton, Ohio 2★
Battle Creek, Mich.
Lima, Ohio 2★
Quincy, Ill.
Middletown, Ohio 2★
Champaign, Ill.
Urbana
Cleveland, Ohio 8★
Columbus, Ohio ★
Akron, Ohio 4★
Erie, Pa. 2★
Lorain, Ohio ★
Warren, Ohio 2★
Pittsburgh, Pa. 2★
Canton, Ohio 3★
Altoona, Pa. ★
Harrisburg, Pa. ★
Johnstown, Pa. ★
Cumberland, Md. ★
Greensburg, Pa. 2★
Atlanta, Ga.
Birmingham, Ala.
Jacksonville, Fla.
Miami, Fla.
Tampa, Fla.
Mobile, Ala.
Macon, Ga.
Asheville, N. C.
Jackson, Miss.
Columbus, Ga.
Meridian, Miss.
Pensacola, Fla.
Spartanburg, S. C.
Albany, Ga.
Greenville, Miss.
Brunswick, Ga.
Elberton, Ga.
1
2
3
4
5
1 Best territories
2 Second-best
3 Third-best
4 Fourth-best
5 Fifth-best
★Stars and numbers indicate number of successive times cities have been high spotted.

WE QUOTE FROM FORBES: **Sept. 15, 1940**

A—"120% and higher" (comparison with same time year ago) ____ CUMBERLAND

#1—"Best territories" ____ CUMBERLAND

"Area for special consideration" ____ CUMBERLAND

Yes, Cumberland ranks far above the national average in sales opportunity . . . in income . . . in retail sales. And here's an area without consistent effective daytime outside network coverage. That's why . . .

you need

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Cumberland, Maryland

800 KC. • CLEAR CHANNEL • 250 WATTS • UNITED PRESS • MARYLAND COVERAGE NETWORK • MEMBER NAB

National Representatives: INTERNATIONAL RADIO SALES Inc.

1240 KILOCYCLES—Continued

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WCOU	Lewiston, Me.	250	180	U	IV
WJEJ	Hagerstown, Md.	250	150	U	IV
WHAI	Greenfield, Mass.	250	175	U	IV
WOCB	Hyannis, Mass.	250	150	U	IV
WJIM	Lansing, Mich.	250	150	U	IV
WMFG	Hibbing, Minn.	250	150	U	IV
WGRM	Greenwood, Miss.	250	150	U	IV
WGCM	Gulfport, Miss.	250	150	U	IV
KPFA	Helena, Mont.	250	150	U	IV
KFOR	Lincoln, Nebr.	250	150	U	IV
WSNJ	Bridgeton, N. J.	250	175	U	IV
WBRB	Red Bank, N. J.	250	150	S-WGBB	IV
KLAH	Carlsbad, N. M.	250	180	U	IV
WGBB	Freeport, N. Y.	250	150	S-WBRB, WFAS	IV
WJTN	Jamestown, N. Y.	250	175	U	IV
WSAY	Rochester, N. Y.	250	150	U	IV
WATN	Watertown, N. Y.	250	150	U	IV
WFAS	White Plains, N. Y.	250	150	S-WGBB	IV
WSOC	Charlotte, N. C.	250	150	U	IV
WRAL	Raleigh, N. C.	250	175	U	IV
KDLR	Devils Lake, N. D.	250	180	U	IV
WJW	Akron, O.	250	150	U	IV
WLOK	Lima, O.	250	150	U	IV
WHIZ	Zanesville, O.	250	150	U	IV
KVSO	Ardmore, Okla.	250	150	U	IV
KASA	Elk City, Okla.	250	150	U	IV
KHBG	Okmulgee, Okla.	250	175	U	IV
KWIL	Albany, Ore.	250	...	U	IV
KFJI	Klamath Falls, Ore.	250	150	U	IV
WKOK	Sunbury, Pa.	250	150	U	IV
WBAX	Wilkes-Barre, Pa.	250	175	U	IV
WTMA	Charleston, S. C.	250	175	U	IV
KWAT	Watertown, S. D.	250	150	U	IV
WBIR	Knoxville, Tenn.	250	150	U	IV
WSIX	Nashville, Tenn.	250	150	U	IV
KOCA	Kilgore, Tex.	250	170	U	IV
KXOX	Sweetwater, Tex.	250	180	U	IV
KOVO	Provo, Utah	250	170	U	IV
WPID	Petersburg, Va.	250	180	U-except Sunday when WBBL operates	IV
WBBL	Richmond, Va.	250	150	SH	IV
KGY	Olympia, Wash.	250	150	U-except when KTW is operating	IV
WJLS	Beckley, W. Va.	250	180	U	IV
WOMT	Manitowoc, Wis.	250	150	U	IV
WIBU	Poynette, Wis.	250	190	U	IV
WJMC	Rice Lake, Wis.	250	180	U	IV

1250 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KTMS	Santa Barbara, Cal.	1,000	DA	U	III-B
WDAE	Tampa, Fla.	5,000	DA	U	III-A
KFKU	Lawrence, Kan.	1,000 5,000—LS	175	S-WREN	III-A
WREN	Lawrence, Kan.	1,000 5,000—LS	175	S-KFKU	III-A
WCAD	Canton, N. Y.	500	175	SH-D	III
WGNY	Newburgh, N. Y.	250	180	D	IV
WCAE	Pittsburgh, Pa.	5,000	215 DA-N	U	III-A
KPAC	Port Arthur, Tex.	500	187.5 DA-N	U	III-B
KWSC	Pullman, Wash.	5,000	180	S-KTW	III-A
KTW	Seattle, Wash.	1,000	175	S-KWSC	III-A

1260 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KYA	San Francisco, Cal.	1,000 5,000—LS	230	U	III-A
WOL	Washington, D. C.	1,000	DA	U	III-B Proposed III-A
WFBM	Indianapolis, Ind.	5,000	245 DA-N	U	III-A
WNAC	Boston, Mass.	5,000	DA	U	III-A
KGBX	Springfield, Mo.	5,000	175 DA-N	U	III-A
KGGM	Albuquerque, N. M.	1,000	190	U	III-A

1270 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KTFI	Twin Falls, Ida.	1,000	250	U	III-A
WHBF	Rock Island, Ill.	5,000	DA	U	III-A
WSPR	Springfield, Mass.	500	DA	U	III-B
WXYZ	Detroit, Mich.	5,000	227 DA-N	U	III-A
KGCU	Mandan, N. D.	250 (Proposed 500) 1,000—LS	180	U	IV III-B
KFJZ	Fort Worth, Tex.	5,000	DA	U	III-A

1280 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KFOX	Long Beach, Cal.	1,000	175	U	III-A
WMRO	Aurora, Ill.	250	175	D	IV
WGBF	Evansville, Ind.	1,000 5,000—LS	200 DA-N	U	III-B
WDSU	New Orleans, La.	5,000	DA	U	III-A
WTCN	Minneapolis, Minn.	1,000 5,000—LS	210	U	III-A
WHBI	Newark, N. J.	1,000 2,500—LS	175	S-WNEW	III-A
WNEW	New York City	5,000	DA	S-WHBI	III-A
WKST	New Castle, Pa.	1,000	190 DA-N	U	III-B
KIT	Yakima, Wash.	1,000	185	U	III-A

1290 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KVOA	Tucson, Ariz.	1,000	175	U	III-A
KUOA	Siloam Springs, Ark.	5,000	250	D	III
KHSL	Chico, Cal.	500 1,000—LS	190	U	III-B
WTOC	Savannah, Ga.	1,000 5,000—LS	175 DA-N	U	III-A
KGVO	Missoula, Mont.	1,000 5,000—LS	190	U	III-A
KOIL	Omaha, Nebr.	5,000	210 DA-N	U	III-A
WHLD	Niagara Falls, N. Y.	1,000	190	D	III
WHIO	Dayton, O.	5,000	200 DA-N	U	III-A
KRGV	Weslaco, Tex.	1,000	185	U	III-A
WKNE	Keene, N. H.	5,000	DA	U	III-A
WFVA	Fredericksburg, Va.	250	180	D	IV

1300 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KVOR	Colorado Springs, Colo.	1,000	190	U	III-A
KGLO	Mason City, Ia.	1,000	205 DA-N	U	III-B
WFBR	Baltimore, Md.	1,000 5,000—LS	DA	U	III-A
WASH	Grand Rapids, Mich.	500	175	S-WOOD	III-B
WOOD	Grand Rapids, Mich.	500	175	S-WASH	III-B
WJDX	Jackson, Miss.	1,000 5,000—LS	215	U	III-A
WWNY	Watertown, N. Y.	500	175	D	III
KOL	Seattle, Wash.	1,000 5,000—LS	230	U	III-A

1310 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KLS	Oakland, Cal.	1,000	175	U	III-A
WISH	Indianapolis, Ind.	1,000 5,000—LS	DA-N	U	III-B
WORC	Worcester, Mass.	1,000	DA	U	III-B
KFBB	Great Falls, Mont.	5,000	250 DA-N	U	III-A
WCAP	Asbury Park, N. J.	500	175	S-WCAM, WTNJ	III-B
WCAM	Camden, N. J.	500	175	S-WCAP, WTNJ	III-B
WTNJ	Trenton, N. J.	500	190	S-WCAM, WCAP	III-B
WDOD	Chattanooga, Tenn.	5,000	215 DA-N	U	III-A
WRR	Dallas, Tex.	5,000	DA-N	U	III-A
WIBA	Madison, Wis.	5,000	DA-N	U	III-A

1320 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KLCN	Blytheville, Ark.	100	175	D	IV
WATR	Waterbury, Conn.	250	DA	U	IV
WJHP	Jacksonville, Fla.	250	150	U	IV
WEBC	Duluth, Minn.	1,000 5,000—LS	225	U	III-A
WNBZ	Saranac Lake, N. Y.	100	150	D	IV
WJAS	Pittsburgh, Pa.	1,000 5,000—LS	185	U	III-A
WNEL	San Juan, P. R.	5,000	175	U	III-A
KTRH	Houston, Tex.	5,000	230	U	III-A
KDYL	Salt Lake City, Utah	5,000	245	U	III-A

IN WESTERN NEW YORK

STANDS FOR SELLING POWER

WHAM, with its husky 50,000 watts, makes a powerful salesman for the products you want to sell to the prosperous folks of Western New York.

Here's power that dominates a whole 43 county area—power that, day or night, brings dependable reception of the local and national programs that listeners prefer. WHAM's clear-channel dependability and friendly power make it a welcome visitor in the radio homes where sales count—and WHAM will cover the whole territory for you for approximately one-third the cost of localized coverage.

WHAM'S 43 COUNTY PRIMARY AREA

The 31 counties of Western New York plus 12 counties of Pennsylvania make up the area blanketed by WHAM's clear channel 50,000 watts. In this area are the vineyards of the Finger Lakes, Western New York's rich fruit belt, the northern dairylands, the fertile rolling farm lands of central Western New York, the oil fields of Pennsylvania and New York, together with most of the great industrial and trade centers in upstate New York and Northern Pennsylvania. WHAM is the *only* station including all this in its primary area.

WHAM LISTENERS ARE PROSPEROUS

Among WHAM area's more than three and one-half million inhabitants, according to latest available figures, there are more than 95 radios to every one hundred homes. Of these homes, more than 64% are owned by the families who live in them, a percentage higher than any single state average and far above the national average. Total retail sales exceed $1,100,000,000. Profitable farming and year around industrial activity combine to put spendable dollars in the pockets of WHAM listeners.

WHAM PROGRAMS ARE AUDIENCE WINNERS

The outstanding features of both NBC Blue and Red Networks—seven of them, for the second successive year, among the top ten named by *Radio Daily* in its last Poll—plus programs high in local interest—all add up to the program leadership that creates listener loyalty.

WHAM IS A BETTER BUY

With WHAM you can reach every corner of this vast market with one station—at a cost approximately one-third of that which you would have to pay for localized coverage.

50,000 Watts . . . Clear Channel . . . Full Time . . . NBC Blue and Red Networks. Owned and operated by the Stromberg-Carlson Telephone Manufacturing Company, Inc. . . . William Fay, General Manager.

WHAM

ROCHESTER, N. Y.
TRANSMITTER: VICTOR, N. Y.
"THE STROMBERG-CARLSON STATION"

National Representatives: George P. Hollingbery Co.

1330 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KFAC	Los Angeles, Cal.	1,000	175	U	III-A
KFH	Wichita, Kan.	5,000	245 DA-N	U	III-A
WLOL	Minneapolis, Minn.	1,000	DA	U	III-B
WBBR	Brooklyn, N. Y.	1,000	175	S-WEVD, WHAZ	III-B Prop. III-A
WEVD	New York City	1,000	175	S-WBBR, WHAZ	III-B Prop. 111-A
WHAZ	Troy, N. Y.	1,000	175	S-WBBR, WEVD	III-B Prop. III-A
KALE	Portland, Ore.	5,000	180 DA-N	U	III-A
WFBC	Greenville, S. C	5,000	185 DA-N	U	III-A
WHBL	Sheboygan, Wis.	250 1,000—LS	200	U	III-B

1340 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WSGN	Birmingham, Ala.	250	150	U	IV
KCRJ	Jerome, Ariz.	250	150	U	IV
KWFC	Hot Springs, Ark.	250	150	U	IV
KARM	Fresno, Cal.	250	200	U	IV
KHUB	Watsonville, Cal.	250	175	U	IV
KMYR	Denver, Colo.	250	150	U	IV
WINX	Washington, D. C.	250	150	U	IV
WPER	DeLand, Fla.	250	...	U	IV
WLAK	Lakeland, Fla.	250	180	U	IV
WTAL	Tallahassee, Fla.	250	150	U	IV
WGAU	Athens, Ga.	250	175	U	IV
WSAV	Savannah, Ga.	250	175	U	IV
WDAK	West Point, Ga.	250	150	U	IV
WSOY	Decatur, Ill.	250	180	U	IV
WJPF	Herrin, Ill.	250	150	U	IV
WCLS	Joliet, Ill.	250	185	U	IV
WTRC	Elkhart, Ind.	250	180	U	IV
WLBC	Muncie, Ind.	250	150	U	IV
KCKN	Kansas City, Kan.	250	150	U	IV
WCMI	Ashland, Ky.	250	150	U	IV
WLBJ	Bowling Green, Ky.	250	180	U	IV
KVOL	Lafayette, La.	250	175	U	IV
KRMD	Shreveport, La.	250	150	U	IV
WNBH	New Bedford, Mass.	250	150	U	IV
WBRK	Pittsfield, Mass.	250	150	U	IV
WLAV	Grand Rapids, Mich.	250	150	U	IV
WDMJ	Marquette, Mich.	250	150	U	IV
WEXL	Royal Oak, Mich.	250	150	U	IV
KVOX	Moorehead, Minn.	250	175	U	IV
KROC	Rochester, Minn.	250	180	U	IV
KWLM	Willmar, Minn.	250	175	U	IV
WJPR	Greenville, Miss.	250	185	U	IV
WAML	Laurel, Miss.	250	180	U	IV
KWOS	Jefferson City, Mo.	250	185	U	IV
KWOC	Poplar Bluff, Mo.	250	150	U	IV
KGEZ (See 1460 kc.)	Kalispell, Mont.	250	190	U	IV
KRJF	Miles City, Mont.	250	150	U	IV
KGFW	Kearney, Nebr.	250	175	U	IV
WLNH	Laconia, N. H.	250	180	U	IV
KVSF	Santa Fe, N. M.	250	150	U	IV
WMBO	Auburn, N. Y.	250	175	U	IV
WEBR	Buffalo, N. Y.	250	150	U	IV
WMFF	Plattsburg, N. Y.	250	150	U	IV
WGTM	Wilson, N. C.	250	150	U	IV
WAIR	Winston-Salem, N. C.	250	...	U	IV
WIZE	Springfield, O.	250	150	U	IV
WSTV	Steubenville, O.	250	150	SH-WSAJ	IV
KOCY	Oklahoma City, Okla.	250	150	U	IV
KOME	Tulsa, Okla.	250	195	U	IV
KBND	Bend, Ore.	250	180	U	IV
KUIN	Grants Pass, Ore.	250	250	U	IV
WFBG	Altoona, Pa.	250	150	U	IV
WSAJ	Grove City, Pa.	250	150	SH	IV
WHAT	Philadelphia, Pa.	250	150	S-WTEL	IV
WTEL	Philadelphia, Pa.	250	150	S-WHAT	IV
WRAW	Reading, Pa.	250	150	U	IV
WBRE	Wilkes-Barre, Pa.	250	180	U	IV
WFIG	Sumter, S. C.	250	150	U	IV
KAND	Corsicana, Tex.	250	175	U	IV

1340 KILOCYCLES—Continued

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KFPL	Dublin, Tex.	250	175	U	IV
KFYO	Lubbock, Tex.	250	150	U	IV
KRBA	Lufkin, Tex.	250	175	U	IV
KPDN	Pampa, Tex.	250	175	U	IV
KVIC	Victoria, Tex.	250	175	U	IV
KSUB	Cedar City, Utah	250	170	U	IV
WGH	Newport News, Va.	250	170	U	IV
KXRO	Aberdeen, Wash.	250	180	U	IV
WBRW	Welch, W. Va.	250	150	U	IV
WEMP	Milwaukee, Wis.	250	150	U	IV
WFHR	Wisconsin Rapids, Wis.	250	150	U	IV

1350 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KSRO	Santa Rosa, Cal.	1,000	DA	U	III-B
KGHF	Pueblo, Colo.	500	175	U	III-B
KID	Idaho Falls, Ida.	500 5,000—LS	200	U	III-B
KRNT	Des Moines, Ia.	5,000	210 DA-N	U	III-A
WSMB	New Orleans, La.	5,000	228 DA-N	U	III-A
WADC	Akron, O.	5,000	DA	U	III-A
WORK	York, Pa.	1,000	175	U	III-B

1360 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KGB	San Diego, Cal.	1,000	175	U	III-A
WDRC	Hartford, Conn.	5,000	DA	U	III-A
WKAT	Miami Beach, Fla.	1,000	175	U	III-B
KSCJ	Sioux City, Ia.	5,000	214 DA-N	U	III-A
WSAI	Cincinnati, O.	1,000	250 DA-N	U	III-A
KRIS	Corpus Christi, Tex.	1,000	204	U	III-A
KMO	Tacoma, Wash.	5,000	175	U	III-A
WTAQ	Green Bay, Wis.	5,000	DA	U	III-A

1370 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WCOA	Pensacola, Fla.	500 1,000—LS	175	U	III-B
KDTH	Dubuque, Ia.	1,000	175 DA-N	U	III-B
KGNO	Dodge City, Kan.	250 1,000 LS	175	U	III-B
KGIR	Butte, Mont.	5,000	175	U	III-A
WFEA	Manchester, N. H.	5,000	DA	U	III-B
WFNC	Fayetteville, N. C.	250	150	D	IV
WSPD	Toledo, O.	5,000	175 DA-N	U	III-A
WPAB	Ponce, P. R.	1,000	175	U	III-A
KFRO	Longview, Tex.	1,000	185 DA-N	U	III-B

1380 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WTSP	St. Petersburg, Fla.	500 1,000—LS	.	U	III-B
KIDO	Boise, Ida.	1,000 2,500—LS	190	U	III-A
KWK	St. Louis, Mo.	5,000	DA	U	III-A
WAWZ	Zarephath, N. J.	1,000	DA	S-WBNX	III-A
WBNX	New York City	5,000	DA	S-WAWZ	III-A
KBWD	Brownwood, Tex.	500	..	U	III-B
KTSM	El Paso, Tex.	500	175	U	III-B
WMBG	Richmond, Va.	1,000 5,000—LS	DA	U	III-B

1390 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KGER	Long Beach, Cal.	1,000	175	U	III-A
WGES	Chicago, Ill.	500 1,000—LS (Sundays)	175	S	III-B
WQBC	Vicksburg, Miss.	1,000	175	D	III
WFBL	Syracuse, N. Y.	5,000	235 DA-N	U	III-A
KLPM	Minot, N. D.	1,000	185	U	III-A
KCRC	Enid, Okla.	250 (Proposed 1,000)	175	U	IV III-A
KSLM	Salem, Ore.	1,000	180	U	III-A
WCSC	Charleston, S. C.	500 1,000—LS (Proposed 1,000)	175	U	III-B III-A
WTJS	Jackson, Tenn.	1,000	DA-N	U	III-B

TIMES SQUARE

JUST SIX AND ONE-HALF MILES

as the crow flies . . .

That's how far our new transmitter is from Times Square. But we don't stop with just New York (no trifling package); we've received mail from points as remote as West Virginia, several towns near Boston, and even Nova Scotia!

NO SIGN ON . . . NO SIGN OFF!

Twenty-four hours every day WMCA is on the air with its directional beam concentrated into the most thickly populated sections of New York, New Jersey, and Connecticut, reaching a potential audience of more than 13,000,000 people.

We can talk to Nova Scotia, but we concentrate on selling to New York and its environs. And we do! That's why our sponsors stay with us—some for as many as fifteen years! WMCA is the **logical** medium to sell the world's greatest market!

5000 WATTS DAY • 1000 WATTS ALL NIGHT

WMCA

FIRST ON YOUR DIAL • NEW YORK

1400 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WMSL	Decatur, Ala.	250	150	U	IV
WAGF	Dothan, Ala.	250	150	U	IV
WJHO	Opelika, Ala.	250	150	U	IV
KTUC	Tucson, Ariz.	250	150	U	IV
KELD	El Dorado, Ark.	250	150	U	IV
KFPW	Fort Smith, Ark.	250	150	U	IV
KRE	Berkeley, Cal.	250	175	U	IV
KIUP	Durango, Colo.	250	150	U	IV
KOKO	La Junta, Colo.	250	185	U	IV
WFTL	Ft. Lauderdale, Fla.	250	180	U	IV
WMBR	Jacksonville, Fla.	250	175	U	IV
WATL	Atlanta, Ga.	250	150	U	IV
WMGA	Moultrie, Ga.	250	225	U	IV
KRLC	Lewiston, Ida.	250	215	U	IV
WDWS	Champaign, Ill.	250	150	U	IV
WGIL	Galesburg, Ill.	250	150	U	IV
WEOA	Evansville, Ind.	250	150	U	IV
WKMO	Kokomo, Ind.	250	...	U	IV
WGRC	New Albany, Ind.	250	195	U	IV
KFGQ	Boone, Ia.	250	150	SH-D	IV
KVFD	Fort Dodge, Ia.	250	215	SH	IV
KTSW	Emporia, Kan.	250	180	U	IV
KVGB	Great Bend, Kan.	250	185	U	IV
WRDO	Augusta, Me.	250	150	U	IV
WCBM	Baltimore, Md.	250	150	U	IV
WHYN	Holyoke, Mass.	250	...	U	IV
WLLH	Lowell, Mass.	250	150	U	IV
WELL	Battle Creek, Mich.	250	150	U	IV
WHDF	Calumet, Mich.	250	185	U	IV
WMBC	Detroit, Mich.	250	150	U	IV
WTCM	Traverse City, Mich.	250	150	U	IV
WMIN	St. Paul, Minn.	250	175	U	IV
WHLB	Virginia, Minn.	250	175	U	IV
WCBI	Columbus, Miss.	250	150	U	IV
WFOR	Hattiesburg, Miss.	250	150	U	IV
KFVS	Cape Girardeau, Mo.	250	150	U	IV
KFRU	Columbia, Mo.	250	150	U	IV
KORN	Fremont, Nebr.	250	190	U	IV
KENO	Las Vegas, Nev.	250	150	U	IV
KICA	Clovis, N. M.	250	175	U	IV
KGFL	Roswell, N. M.	250	150	U	IV
WABY	Albany, N. Y.	250	150	U	IV
WBNY	Buffalo, N. Y.	250	150	All hours except those WSVS operates	IV
WSVS	Buffalo, N. Y.	250	150	SH-D-WBNY	IV
WSLB	Ogdensburg, N. Y.	250	150	U	IV
WISE	Asheville, N. C.	250	150	U	IV
WCNC	Elizabeth City, N. C.	250	175	U	IV
WGBR	Goldsboro, N. C.	250	180	U	IV
WHKY	Hickory, N. C.	250	150	U	IV
WMFD	Wilmington, N. C.	250	150	U	IV
KRMC	Jamestown, N. D.	250	180	U	IV
WMAN	Mansfield, O.	250	175	U	IV
WPAY	Portsmouth, O.	250	150	U	IV
KTOK	Oklahoma City, Okla.	250	175	U	IV
WJAC	Johnstown, Pa.	250	150	U	IV
WDAS	Philadelphia, Pa.	250	185	U	IV
WARM	Scranton, Pa.	250	150	U	IV
WRAK	Williamsport, Pa.	250	180	U	IV
WCOS	Columbia, S. C.	250	190	U	IV
WORD	Spartanburg, S. C.	250	150	U	IV
KOBH	Rapid City, S. D.	250	150	U	IV
WDEF	Chattanooga, Tenn.	250	150	U	IV
WHUB	Cookeville, Tenn.	250	150	U	IV
WKPT	Kingsport, Tenn.	250	150	U	IV
WHBQ	Memphis, Tenn.	250	150	U	IV
KLUF	Galveston, Tex.	250	175	U	IV
KIUN	Pecos, Tex.	250	150	U	IV
KGKL	San Angelo, Tex.	250	175	U	IV
KMAC	San Antonio, Tex.	250	175	S-KONO	IV
KONO	San Antonio, Tex.	250	150	S-KMAC	IV
KTEM	Temple, Tex.	250	175	U	IV
WBTM	Danville, Va.	250	150	U	IV
KRKO	Everett, Wash.	250	150	S-KEVR	IV
KWLK	Longview Wash.	250	150	U	IV

1400 KILOCYCLES—Continued

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KEVR	Seattle, Wash.	250	150	S-KRKO	IV
WBLK	Clarksburg, W. Va.	250	200	U	IV
WBTH	Williamson, W. Va.	250	150	U	IV
WKWK	Wheeling, W. Va.	250	...	U	IV
WATW	Ashland, Wis.	250	150	U	IV
WRJN	Racine, Wis.	250	175	U	IV
WSAU	Wausau, Wis.	250	150	U	IV
KYAN	Cheyenne, Wyo.	250	190	U	IV
KVRS	Rock Springs, Wyo.	250	175	U	IV
KWYO	Sheridan, Wyo.	250	185	U	IV

1410 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WALA	Mobile, Ala.	5,000	190 DA-N	U	III-A
KERN	Bakersfield, Cal.	1,000	175	U	III-A
WNBC	New Britian, Conn.	1,000 5,000—LS	DA	U	III-B
WING	Dayton, O.	5,000	175 DA-N	U	III-A
KQV	Pittsburgh, Pa.	1,000	185 DA-N	U	III-B
WKBH	La Crosse, Wis.	1,000	200	U	III-A

1420 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
KLRA	Little Rock, Ark.	5,000	215 DA-N	U	III-A
WHK	Cleveland, O.	5,000	205 DA-N	U	III-A
WFCI	Pawtucket, R. I.	1,000	DA	U	III-B
KABR	Aberdeen, S. D.	5,000	194 DA-N	U	III-A
WQDM	St. Albans, Vt.	1,000	175	D	III
KUJ	Walla Walla, Wash.	1,000	175	U	III-A

1430 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WIRE	Indianapolis, Ind.	5,000	244 DA-N	U	III-A
WARD	Brooklyn, N. Y.	500	180	S-WBBC, WLTH, WVFW	III-B
WBBC	Brooklyn, N. Y.	500	175	S-WARD, WLTH, WVFW	III-B
WVFW	Brooklyn, N. Y.	500	175	S-WARD, WBBC, WLTH	III-B
WLTH	New York City	500	175	S-WARD, WBBC, WVFW	III-B
KTUL	Tulsa, Okla.	5,000	238 DA-N	U	III-A
KLO	Ogden, Utah	5,000	DA	U	III-A

1440 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WSFA	Montgomery, Ala.	500 1,000—LS	190	U	III-B
WROK	Rockford, Ill.	500 1,000—LS	200	U	III-B
WAAB	Boston, Mass.	1,000	250	U	III-A
WBCM	Bay City, Mich.	500 1,000—LS	175	U	III-B
KFJM	Grand Forks, N. D.	500 1,000—LS	175	U	III-B
KMED	Medford, Ore.	1,000	175	U	III-A
KGNC	Amarillo, Tex.	1,000 2,500—LS	175	U	III-A
WHIS	Bluefield, W. Va.	500 1,000—LS	175	U	III-B

1450 KILOCYCLES

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
WHMA	Anniston, Ala.	250	150	U	IV
WMSD	Muscle Shoals City, Ala.	250	150	U	IV
KGLU	Safford, Ariz.	250	175	U	IV
KMYC	Marysville, Cal.	250	150	U	IV
KFMB	San Diego, Cal.	250	...	U	IV
KSAN	San Francisco, Cal.	250	150	U	IV
KGIW	Alamosa, Colo.	250	150	SH-KIDW	IV
KIDW	Lamar, Colo.	250	150	SH-KGIW	IV
WNAB	Bridgeport, Conn.	250	150	U	IV
WILM	Wilmington, Dal.	250	150	U	IV
WWDC	Washington, D. C.	250	...	U	IV
WMFJ	Daytona Beach, Fla.	250	150	U	IV
WSPB	Sarasota, Fla.	250	180	U	IV
WGPC	Albany, Ga.	250	150	U	IV
WMWH	Augusta, Ga.	250	150	U	IV
WKEU	Griffin, Ga.	250	150	U	IV
WRLC	Toccoa, Ga.	250	...	U	IV
WGOV	Valdosta, Ga.	250	150	U	IV
KWAL	Wallace, Ida.	250	185	U	IV
WHFC	Cicero, Ill.	250	150	U	IV
WCBS	Springfield, Ill.	250	150	U	IV
WGL	Fort Wayne, Ind.	250	150	U	IV
WAOV	Vincennes, Ind.	250	150	U	IV
WOC	Davenport, Ia.	250	150	U	IV
KTRI	Sioux City, Ia.	250	150	U	IV
KVAK	Atchison, Kan.	250	175	U	IV
KWBG	Hutchinson, Kan.	250	150	U	IV
WHLN	Harlan, Ky.	250	...	U	IV
WLAP	Lexington, Ky.	250	150	U	IV
WPAD	Paducah, Ky.	250	185	U	IV

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National Representative EDWARD PETRY & COMPANY, INC.

New York — Chicago — Detroit — St. Louis — San Francisco — Los Angeles

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Class
	1450 KILOCYCLES—Continued				
WNOE	New Orleans, La.	250	180	U	IV
WAGM	Presque Isle, Me.	250	150	U	IV
WMAS	Springfield, Mass.	250	240	U	IV
WJMS	Ironwood, Mich.	250	150	U	IV
WIBM	Jackson, Mich.	250	150	U	IV
WHLS	Port Huron, Mich.	250	190	U	IV
KATE	Albert Lea, Minn.	250	150	U	IV
KFAM	St. Cloud, Minn.	250	185	U	IV
WSLI	Jackson, Miss.	250	180	U	IV
WMBH	Joplin, Mo.	250	200	U	IV
KRBM	Bozeman, Mont.	250	175	U	IV
KFUN	Las Vegas, Nev.	250	150	U	IV
WFPG	Atlantic City, N. J.	250	150	U	IV
WHDL	Olean, N. Y.	250	210	U	IV
WKIP	Poughkeepsie, N. Y.	250	150	U	IV
WGNC	Gastonia, N. C.	250	150	U	IV
WEED	Rocky Mount, N. C.	250	175	U	IV
WFMJ	Youngstown, O.	250	150	U	IV
KGFF	Shawnee, Okla.	250	200	U	IV
KORE	Eugene, Ore.	250	150	U	IV
KLBM	La Grande, Ore.	250	185	U	IV
KBPS	Portland, Ore.	250	150	S-KXL	IV
KXL	Portland, Ore.	250	150	S-KBPS	IV
WLEU	Erie, Pa.	250	150	U	IV
WAZL	Hazleton, Pa.	250	150	U	IV
KRBC	Abilene, Tex.	250	175	U	IV
KRIC	Beaumont, Tex.	250	175	U	IV
KDNT	Denton, Tex.	250	150	U	IV
KRLH	Midland, Tex.	200	150	U	IV
KNET	Palestine, Tex.	250	150	U	IV
KABC	San Antonio, Tex.	250	150	U	IV
KCMC	Texarkana, Tex.	250	150	U	IV
WACO	Waco, Tex.	250	150	U	IV
KEUB	Price, Utah	200	175	U	IV
WCHV	Charlottesville, Va.	250	175	U	IV
WMVA	Martinsville, Va.	250	150	U	IV
WLPM	Suffolk, Va.	200	180	U	IV
WPAR	Parkersburg, W. Va.	250	150	U	IV
KFIZ	Fond du Lac, Wis.	250	150	U	IV
KFBC	Cheyenne, Wyo.	250	150	U	IV
	1460 KILOCYCLES				
KINY	Juneau, Alaska	1,000	200	U	III-A
KSO	Des Moines, Ia.	1,000 5,000—LS	234 DA-N	U	III-A
KGEZ (See 1340 Kc.)	Kalispell, Mont.	1,000	DA	U	III-B
KGNF	North Platte, Neb.	1,000	175	D	III
WOKO	Albany, N. Y.	500 1,000—LS	175	U	III-B
WHEC	Rochester, N. Y.	500 1,000—LS	220	U	III-B
WBNS	Columbus, O.	1,000 5,000—LS	190 DA-N	U	III-B
WHP	Harrisburg, Pa.	1,000 5,000—LS	193 DA-N	U	III-B
WMPS	Memphis, Tenn.	500 1,000—LS	175	U	III-B
	1470 KILOCYCLES				
WMBD	Peoria, Ill.	1,000 5,000—LS (Proposed 5,000)	205 DA-N	U	III-B III-A
WBIG	Greensboro, N. C.	5,000	225 DA-N	U	III-A
WCBA	Allentown, Pa.	500 (Proposed 5,000)	180 DA	S-WSAN	III-B III-A
WSAN	Allentown, Pa.	500 (Proposed 5,000)	180 DA	S-WCBA	III-B III-A
KXYZ	Houston, Tex.	1,000	175	U	III-A
KELA	Centralia, Wash.	1,000	190	U	III-A
KDFN	Casper, Wyo.	1,000	210	U	III-B
	1480 KILOCYCLES				
KIEM	Eureka, Cal.	500 1,000—LS	175	U	III-B
WAGA	Atlanta, Ga.	500 1,000—LS	240	U	III-B
KTBS	Shreveport, La.	1,000	175	U	III-B
WSAR	Fall River, Mass.	1,000	DA	U	III-B
KCMO	Kansas City, Mo.	1,000 5,000—LS	179 DA-N	U	III-B
KGCX	Wolf Point, Mont.	1,000	175	U	III-A
WGAR	Cleveland, O.	1,000 5,000—LS	233 DA-N	U	III-B
	1490 KILOCYCLES				
WHBB	Selma, Ala.	250	150	U	IV
KYCA	Prescott, Ariz.	250	150	U	IV
KOTN	Pine Bluff, Ark.	250	150	U	IV
KXO	El Centro, Cal.	250	150	U	IV
KVOE	Santa Ana, Cal.	250	175	U	IV
KDB	Santa Barbara, Cal.	250	150	U	IV
WNLC	New London, Conn.	250	175	U	IV
WTMC	Ocala, Fla.	250	175	U	IV
WRDW	Augusta, Ga.	250	190	U	IV
WMOG	Brunswick, Ga.	250	180	U	IV

Call Letters	Location	Power in Watts	Radiation mv/m	Time Designation	Clas
	1490 KILOCYCLES—Continued				
WMJM	Cordele, Ga.	250	180	U	IV
WRGA	Rome, Ga.	250	150	U	IV
KTOH	Lihue, Hawaii	250	150	U	IV
WKRO	Cairo, Ill.	250	...	U	IV
WDAN	Danville, Ill.	250	230	U	IV
WTMV	East St. Louis, Ill.	250	150	U	IV
WKBV	Richmond, Ind.	250	150	U	IV
WKBB	Dubuque, Ia.	250	200	U	IV
WOMI	Owensboro, Ky.	250	180	U	IV
KPLC	Lake Charles, La.	250	150	U	IV
WBOC	Salisbury, Md.	250	150	U	IV
WJBK	Detroit, Mich.	250	150	U	IV
WDBC	Escanaba, Mich.	250	...	U	IV
WKBZ	Muskegon, Mich.	250	190	U	IV
KDAL	Duluth, Minn.	250	150	U	IV
KDRO	Sedalia, Mo.	250	180	U	IV
KONB	Omaha, Neb.	250	150	U	IV
KGKY	Scottsbluff, Neb.	250	150	U	IV
KAWM	Gallup, N. M.	250	150	U	IV
KWEW	Hobbs, N. M.	250	180	U	IV
WBTA	Batavia, N. Y.	250	...	U	IV
WNBF	Binghamton, N. Y.	250	200	U	IV
WCNW	Brooklyn, N. Y.	250	150	SH-WWRL	IV
WOLF	Syracuse, N. Y.	250	150	U	IV
WKNY	Kingston, N. Y.	250	185	U	IV
WWRL	Woodside, N. Y.	250	175	SH-WCNW	IV
WDNC	Durham, N. C.	250	225	U	IV
WGTC	Greenville, N. C.	250	220	D	IV
WSTP	Salisbury, N. C.	250	225	U	IV
KOVC	Valley City, N. D.	250	150	U	IV
WMRN	Marion, O.	250	150	U	IV
KBIX	Muskogee, Okla.	250	150	U	IV
KBKR	Baker, Ore.	250	180	U	IV
KRNR	Roseburg, Ore.	250	150	U	IV
WERC	Erie, Pa.	250	150	U	IV
WGAL	Lancaster, Pa.	250	150	U	IV
WWSW	Pittsburgh, Pa.	250	175	U	IV
WMRC	Greenville, S. C.	250	150	U	IV
WOPI	Bristol, Tenn.	250	150	U	IV
KNOW	Austin, Tex.	250	150	U	IV
KBST	Big Spring, Tex.	250	180	U	IV
KNEL	Brady, Tex.	250	150	U	IV
KGFI	Brownsville, Tex.	250	150	U	IV
KEYS	Corpus Christi, Tex.	250	...	U	IV
KSAM	Huntsville, Tex.	250	150	U	IV
KPAB	Laredo, Tex.	250	175	U	IV
KPLT	Paris, Tex.	250	175	U	IV
KGKB	Tyler, Tex.	250	175	U	IV
KVWC	Vernon, Tex.	250	175	U	IV
WSYB	Rutland, Vt.	250	175	U	IV
WSLS	Roanoke, Va.	250	150	U	IV
KPQ	Wenatchee, Wash.	250	195	U	IV
WGKV	Charleston, W. Va.	250	175	U	IV
WIGM	Medford, Wis.	250	...	U	IV
	1500 KILOCYCLES				
WJSV	Washington, D. C.	50,000	DA	U	I-B
KSTP	St. Paul, Minn.	50,000	DA	U	I-B
	1510 KILOCYCLES				
WMEX	Boston, Mass.	5,000	DA	U	II
WLAC	Nashville, Tenn.	5,000 (Proposed 50,000)	175 DA-N	U	II I-B
KGA	Spokane, Wash.	5,000 (Proposed 10,000)	200 DA	U	II I-B
	1520 KILOCYCLES				
WHIP	Hammond, Ind.	5,000	DA	6 a.m. to LS Buffalo, N. Y.	II
WKBW	Buffalo, N. Y.	50,000	250 DA	U	I-B
KOMA	Oklahoma City, Okla.	5,000 (Proposed 50,000)	190 DA-N	U	II I-B
WPRP	Ponce, P. R.	1,000 5,000—LS	175	U	II
	1530 KILOCYCLES				
KFBK	Sacramento, Cal.	10,000 Proposed	235 DA	U	I-B
WCKY	Cincinnati, O.	50,000	DA	U	I-B
	1560 KILOCYCLES				
WHOM	Jersey City, N. J.	500 1,000—LS	230 DA-N	U	II
	1590 KILOCYCLES				
WBRY	Waterbury, Conn.	5,000	DA	U	III-A
WALB	Albany, Ga.	1,000	DA-N	U	III-B
KITE	Kansas City, Mo.	1,000	175	U	III-A
WAKR	Akron, O.	1,000	175 DA	U	III-A
	1600 KILOCYCLES				
KPMC	Bakersfield, Cal.	1,000	175	U	III-A
WQXR	New York City	5,000	250	U	III-A

XUM

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Log of Canadian Broadcast Stations Under Havana Treaty

Call Letter List Showing New Assignments Under Havana Treaty Tentatively Scheduled for March 29, 1941

(As released by Radio Branch, Department of Transport, Dominion of Canada, Ottawa)

ABBREVIATIONS

D—Daytime. N—Night Time. DA—Directional Antenna

Call Letters	Location	Power in Watts	Present Frequency in Kc.	New Frequency in Kc.	Class
CBK	Watrous, Sask.	50,000	540	540	I-A
CFNB	Fredericton, N. B.	1,000	550	550	III-B
CKOV	Kelowna, B. C.	1,000	630	560	III-A
CJKL	Kirkland Lake, Ont.	1,000	560	560	III-B
CKUA	Edmonton, Alta.	500	580	580	III-B
CKPR	Port Arthur, Ont.	1,000	580	580	III-B
CKCL	Toronto, Ont.	1,000—DA	580	580	III-B
CJOR	Vancouver, B. C.	1,000	600	600	III-A
CFQC	Saskatoon, Sask.	1,000	600	600	III-A
CFCF	Montreal, Que.	500	600	600	III-B
CJRC	Winnipeg, Man.	1,000	630	610	III-A
CJAT	Trail, B. C.	1,000	910	610	III-A
CHNC	New Carlisle, Que.	1,000	610	610	III-A
CJRM	Regina, Sask.	1,000	950	620	III-A
CJCA	Edmonton, Alta.	1,000	730	630	III-A
CFCY	Charlottetown, P.E.I.	1,000	630	630	III-A
CFCO	Chatham, Ont.	100	630	630	IV
CBF	Montreal, Que.	50,000	910	690	I-A
CBL	Toronto, Ont.	50,000	840	740	I-A
CKSO	Sudbury, Ont.	1,000	780	790	III-B
CKLW	Windsor, Ont.	5,000	1030	800	II
CFRB	Toronto, Ont.	10,000	690	860	I-A
CKAC	Montreal, Que.	5,000	730	900	II
CBO	Ottawa, Ont.	1,000	880	910	III-B
CFJC	Kamloops, B. C.	1,000	880	910	III-A
CBM	Montreal, Que.	5,000	960	940	I-B
CFAC	Calgary, Alta.	1,000	930	960	III-A
CHNS	Halifax, N. S.	1,000	930	960	III-A
CKCK	Regina, Sask.	1,000	1010	980	III-A
CBV	Quebec, Que.	1,000	950	980	III-B
CKWX	Vancouver, B. C.	1,000	950	980	III-A
CKY	Winnipeg, Man.	15,000	910	990	I-A
CFCN	Calgary, Alta.	10,000	1030	1010	I-A
CBA	Sackville, N. B.	50,000	1050	1070	I-B
CBR	Vancouver, B. C.	5,000	1100	1130	I-B
CKX	Brandon, Man.	1,000	1210	1150	III-A
CKOC	Hamilton, Ont.	500—N. 1,000—D.	1120	1150	III-B
CHSJ	St. John, N. B.	1,000	1120	1150	III-B
CHAB	Moose Jaw, Sask.	250	1200	1230	IV
CJCJ	Calgary, Alta.	100	690	1230	IV
CFCH	North Bay, Ont.	100	930	1230	IV
CKNX	Wingham, Ont.	100	1200	1230	IV
CKTB	St. Catharines, Ont.	100	1200	1230	IV
CHGB	Ste. Anne de la Pocatiere, Que.	100	1200	1230	IV
CKVD	Val d'Or, Que.	100	1200	1230	IV
CKBI	Prince Albert, Sask.	250	1210	1240	IV
CFPR	Prince Rupert, B. C.	50	580	1240	IV
CBJ	Chicoutimi, Que.	100	1120	1240	IV
CKMC	Cobalt, Ont.	50	1210	1240	IV
CJCS	Stratford, Ont.	50	1210	1240	IV
CKCH	Hull, Que.	100	1210	1240	IV
CHLT	Sherbrooke, Que.	100	1210	1240	IV
CKNB	Campbellton, N. B.	100	1210	1240	IV
CJCB	Sydney, N. S.	1,000	1240	1270	III-A
CJBR	Rimouski, Que.	1,000	1030	1300	III-A
CHML	Hamilton, Ont.	100	1010	1310	IV
CFRN	Edmonton, Alta.	100	960	1340	IV
CKCO	Ottawa, Ont.	100	1010	1340	IV
CKCV	Quebec, Que.	100	1310	1340	IV
CHCK	Charlottetown, P. E. I.	50	1310	1340	IV
CJLS	Yarmouth, N. S.	100	1310	1340	IV
CFGP	Grande Prairie, Alta.	250	1310	1340	IV
CHWK	Chilliwack, B. C.	100	780	1340	IV
CKPC	Brantford, Ont.	100	930	1380	IV
CJOC	Lethbridge, Alta.	100	1370	1400	IV
CFAR	Flin Flon, Man.	100	1370	1400	IV
CKRN	Rouyn, Que.	250	1370	1400	IV
CHRC	Quebec, Que.	100	580	1400	IV
CKCW	Moncton, N. B.	100	1370	1400	IV
CFPL	London, Ont.	100	730	1400	IV
CFOS	Owen Sound, Ont.	100	1370	1400	IV
CKMO	Vancouver, B. C.	100	1410	1410	IV
CKLN	Nelson, B. C.	100	1420	1450	IV
CKCA	Kenora, Ont.	100—N. 250—D.	1420	1450	IV
CBY	Toronto, Ont.	100 CP-1000	1420	1450	IV
CHLN	Three Rivers, Que.	100	1420	1450	IV
CFLC	Prescott, Ont.	100	930	1450	IV
CJGX	Yorkton, Sask.	1,000	1430	1460	III-A
CKGB	Timmins, Ont.	1,000	1440	1470	III-B
CFCT	Victoria, B. C.	500	1450	1480	III-B
CHGS	Summerside, P. E. I.	50	1450	1480	IV
CKCR	Waterloo, Ont.	100	1510	1490	IV
CFRC	Kingston, Ont.	100	1510	1490	IV
CHLP	Montreal, Que.	100	1120	1490	IV
CJIC	Sault Ste. Marie, Ont.	100	1500	1490	IV
CKRC	Revelstoke, B. C.	100	1500	1490	IV

NOTE—These allocations are made under the provisions of the North American Regional Broadcasting Agreement, subject to such adjustment as may be necessary to eliminate conflicts arising from the allocations of other countries and without prejudice to applications now pending for new or increased facilities in Canada.—Sept. 27th, 1940.

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The Defense Communications Board

Organization and Functions

To coordinate all phases of communications of the United States during a national emergency, President Roosevelt on Sept. 24, 1940, promulgated an Executive Order creating the Defense Communications Board. The board, responsible only to the President, is instructed to draw plans to meet the requirements of the armed forces, of other governmental agencies and of industry, with the requirements of national defense as the primary consideration.

After designating four major committees, and 11 subordinate committees representing all branches of communications, the board held a general organization meeting in Washington Jan. 6, at which all committees were organized and given a proposed agenda. All of the board and committee deliberations, because of their nature, will be secret.

MEMBERS

James Lawrence, Fly, Chairman, FCC, *chairman*
Maj. Gen. Joseph O. Mauborgne, Chief Signal Officer, U. S. Army
Rear Admiral Leigh Noyes, Director of Naval Communications
Breckenridge Long, Assistant Secretary of State
Herbert E. Gaston, Assistant Secretary of the Treasury

Executive Order Setting Up Board

WHEREAS coordinated planning for the most efficient control and use of radio, wire, and cable communication facilities under jurisdiction of the United States in time of national emergency involves the consideration of the needs for communications of the armed forces of the United States, of other government agencies, of industry, and of other civilian activities; and

WHEREAS such planning must be accomplished as a matter of preparation for national defense; and

WHEREAS the interest of national defense in the matter of control and use of communication facilities during any war in which the United States may become a belligerent is deemed paramount:

NOW, THEREFORE, by virtue of the authority vested in me as President of the United States, and by the Communications Act of 1934 (48 Stat. 1064), as amended, it is ordered as follows:

1. There is hereby created the "Defense Communications Board," hereinafter called the Board, consisting of the Chairman, FCC, the Chief Signal Officer of the Army, the Director of Naval Communications, the Assistant Secretary of State in charge of the Division of International Communications, and the Assistant Secretary of the Treasury in charge of the Coast Guard.

2. The functions of the Board shall be, with the requirements of national defense as a primary consideration, to determine, coordinate, and prepare plans for the national defense, which plans will enunciate for and during any national emergency—

a. The needs of the armed forces of the United States, of other governmental agencies, of industry, and of other civilian activities for radio, wire, and cable communication facilities of all kinds.

b. The allocation of such portions of Governmental and non-Governmental radio, wire, and cable facilities as may be required to meet the needs of the armed forces, due consideration being given to the needs of other Governmental agencies, of industry, and of other civilian activities.

c. The measures of control, the agencies to exercise this control, and the principles under which such control will be exercised over non-military communications to meet defense requirements.

3. The chairman of the FCC shall be the chairman of the Board. In the absence of the designated chairman, the temporary chairmanship shall devolve upon the remaining members of the Board in the following order:

1. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be senior in rank.
2. The Chief Signal Officer of the Army or the director of Naval Communications, whichever may be junior in rank.
3. The Assistant Secretary of State in charge of the Division of International Communications.
4. The Assistant Secretary of the Treasury in charge of the Coast Guard.

In the absence of any regularly designated member, the agency which he represents may be represented by an alternate from that agency, designated by the head thereof, but such alternate shall not serve as chairman. The Assistant Secretary of the Treasury in Charge of the Coast Guard is designated as the Secretary of the Board.

4. The Board shall take no cognizance of matters pertaining to censorship. The Board shall study the physical aspects of domestic standard broadcasting and shall recommend such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also make plans for the speedy and efficacious use of all necessary facilities in time of military emergency.

5. The Board shall appoint such committees as may be necessary to carry out its functions and to provide for continuing studies and for contact with other Government agencies and with the civil communication industry.

6. Except as otherwise instructed by the Board, committees appointed thereby shall have no power to make final disposition of any matter presented to them by the Board for study, but they shall express by written report their findings and recommendations. Minority reports may be submitted if deemed of sufficient importance to warrant further consideration by the Board.

7. The Board and the committees shall call for consultation such representatives of other Government agencies and of the civilian communication industry as may be deemed advisable in obtaining full knowledge of the situation being studied, to the end that the needs of all may be considered and provided for in so far as the situation permits. Other Governmental agencies are directed to cooperate in providing assistance required by the Board in its studies.

8. During any war in which the United States is a belligerent, or any national emergency, the existing Interdepartment Radio Advisory Committee shall act as a Committee of the Board, but only in an advisory capacity. While the Interdepartment Radio Advisory Committee is so acting as an advisory committee, all of its reports, recommendations, or communications normally prepared for submission to the President shall instead be submitted to the Board, for consideration from the standpoint of national defense and for disposition.

9. Reports containing the findings and recommendations of the Board shall be submitted to the President for final action through one of his administrative assistants.

Standard Broadcasting Committee *

Neville Miller, president, National National Assn. of Broadcasters, *chairman*.
Andrew D. Ring, Assistant Chief Engineer, FCC, *secretary*.
Lowell Mellett, Office of Government Reports
Harvey Otterman, State Dept.
Maj. Frank C. Meade, War Dept.
William D. Boutwell, Federal Radio Education Committee
Frank M. Russell, vice-president, NBC
Harry C. Butcher, vice-president, CBS
W. E. Macfarlane, president, MBS
John Shepard 3d, president, FM Broadcasters Inc
W. G. H. Finch, president, Finch Telecommunications Inc.
Harold A. Lafount, president, National Independent Broadcasters Inc.
Dr. W. R. G. Baker, National Television Systems Committee
Ellery W. Stone, executive vice-president, Postal Telegraph Co.
Louis Pitcher, executive vice-president, U. S. Independent Telephone Assn.
H. P. Corwith, Western Union Telegraph Co.
G. L. Best, American Telephone & Telegraph Co.

* The duties of this committee include the study of the physical aspects of domestic standard broadcasting and formulation of recommendations of such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. It shall also consider other domestic broadcasting systems including relay broadcasting, high frequency (FM) broadcasting, television, facsimile broadcasting and experimental broadcasting. The Committee's work in all of these fields will include recommendations for the speedy and efficacious use in time of military emergency of all necessary domestic broadcasting facilities and communications services associated therewith, with the requirements of the national defense as a primary consideration.

International Broadcasting Committee *

Walter C. Evans, vice-president, Westinghouse Radio Stations Inc., *chairman*
Neville Miller, president, National Assn. of Broadcasters
Lowell Mellett, Office of Government Reports
Thomas Burke, State Dept.
Rear Admiral S. C. Hooper, Navy Dept.
Nelson Rockefeller, Coordinator of Commercial and Cultural Relations Between the American Republics
Harry C. Butcher, vice-president, CBS
Gerald C. Gross, FCC
Robert S. Peare, General Electric Co.
John F. Royal, vice-president, NBC
Walter S. Lemmon, World Wide Broadcasting Corp.

* The duties of this committee include the study of all phases of international broadcasting and the formulation of recommendations concerning such precautions, supplementary facilities and reallocations as it shall deem desirable under foreseeable military conditions. With the requirements of national defense as a primary consideration, it shall also recommend plans for the speedy and efficacious use of all necessary international broadcasting facilities in time of military emergency giving due consideration to the needs of other governmental agencies, of industry, and of other civilian activities.

Coordinating Committee *

E. K. Jett, Chief Engineer, FCC, *chairman*
Francis Colt DeWolf, State Dept.
Maj. W. T. Guest, War Dept.
Comdr. Earl E. Stone, Navy Dept.
Comdr. J. F. Farley, U. S. Coast Guard

* Duties include assistance to board in planning and coordinating work. Will maintain liaison with Law Committee, Labor Advisory Committee, and Industry Advisory Committee, for advice and consultation, and will supervise work of other committees, which will report directly to it.

Law Committee

Telford Taylor, general counsel, FCC, *chairman*
Capt. J. W. Huyssoon, War Dept.
Steven Spingarn, Treasury Dept.
Lieut. Comdr. Franz O. Willenbucher, Navy Dept.
Raymund T. Yingling, State Dept.

Labor Advisory Committee

Robert J. Watt, American Federation of Labor, *chairman*
Joseph P. Selly, Congress of Industrial Organizations
Paul E. Griffith, National Federation of Telephone Workers

Industry Advisory Committee

Walter S. Gifford, president, A. T. & T. Co., *chairman*
Jack Kaufman, executive vice-president, Globe Wireless Ltd.
Col. Sosthenes Behn, president, I. T. & T. Co.
E. F. Chinlund, president, Postal Telegraph Inc.
Joseph Pierson, president, Press Wireless Inc.
David Sarnoff, president, RCA
William E. Beakes, president, Tropical Radio Telegraph Co.
R. B. White, president, Western Union Telegraph Co.
Carl D. Brorein, president, U. S. Independent Telephone Assn.

Amateur Radio Committee

George W. Bailey, president, American Radio Relay League, *chairman*
E. M. Webster, FCC Assistant Chief Engineer, *secretary*

Aviation Communications Committee

Paul Goldsborough, president, Aeronautical Radio Inc., *chairman*
Ford Studebaker, Chief of Communications, American Export Airlines Inc., *secretary*

Cable Committee

C. Mills, president, Mexican Telephone Co:., *chairman*
James A. Kennedy, FCC Assistant General Counsel, *secretary*

Interdepartment Radio Advisory Committee

E. K. Jett, FCC Chief Engineer, *chairman*
Gerald C. Gross, Chief, FCC International Section, *secretary*

Radiocommunications Committee

E. M. Webster, FCC Assistant Chief Engineer, *chairman*
F. M. Ryan, A. T. & T. radio engineer, *secretary*

State & Municipal Facilities Committee

Capt. John Leonard, Michigan State Police, and vice-president, Associated Police Communications Officers, *chairman*
Col. E. L. White, FCC Principal Engineer, *secretary*

Telegraph Committee

E. R. Shute, Western Union vice-president in charge of traffic, *chairman*
William J. Norfleet, FCC Chief Accountant, *secretary*

Telephone Committee

Z. Z. Hugus, assistant vice-president, A. T. & T., *chairman*
Clyde S. Bailey, Washington representative, U. S. Independent Telephone Assn., *secretary*

U. S. Government Facilities Committee

L. H. Simson, Department of Commerce (Civil Aeronautics Administration), *chairman*
T. L. Bartlett, FCC Attorney, *secretary*

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 1, 1941)

**CP granted for increase in power.* *†Construction permit for new station.* *‡Special authorization for power or frequency.* *CP—Construction permit for frequency.*
L—Limited time; operates night hours only when dominant station is not operating.

Call Letters	City	Day Power in Watts	Night Power in Watts
	550 KC. REGIONAL		
KOY	Phoenix, Ariz.	1,000	1,000
KSD	St. Louis	5,000	1,000
WGR	Buffalo, N. Y.	5,000	1,000
KFYR	Bismarck, N. D.	5,000	1,000
			*5,000
WKRC	Cincinnati, O.	5,000	1,000
KOAC	Corvallis, Ore.	1,000	1,000
		*5,000	1,000
KTSA	San Antonio, Tex.	5,000	1,000
WDEV	Waterbury, Vt.	1,000	....
WSVA	Harrisonburg, Va.	500	....
		*1,000	....
	560 KC. REGIONAL		
KSFO	San Francisco	5,000	1,000
KLZ	Denver	5,000	5,000
WQAM	Miami, Fla.	1,000	1,000
WIND	Gary, Ind.	5,000	1,000
		5,000	*5,000
WGAN	Portland, Me.	5,000	5,000
KWTO	Springfield, Mo.	5,000	....
WFIL	Philadelphia	1,000	1,000
WIS	Columbia, S. C.	5,000	1,000
		5,000	*5,000
KFDM	Beaumont, Tex.	1,000	1,000
	570 KC. REGIONAL		
KMTR	Los Angeles	1,000	1,000
WMCA	New York	5,000	1,000
WSYR	Syracuse, N. Y.	1,000	1,000
WWNC	Asheville, N. C.	1,000	1,000
WOSU	Columbus, O.	1,000	1,000
WKBN	Youngstown, O.	1,000	500
WNAX	Yankton, S. D.	5,000	1,000
		5,000	*5,000
KGKO	Fort Worth, Tex.	5,000	1,000
KUTA	(CP)Salt Lake City, Utah	*1,000	*1,000
KVI	Tacoma, Wash.	5,000	5,000
WMAM	Marinette, Wis.	250	....
	580 KC. REGIONAL		
KMJ	Fresno, Calif.	5,000	5,000
WDBO	Orlando, Fla.	5,000	5,000
WILL	Urbana, Ill.	5,000	....
KSAC	Manhattan, Kan.	1,000	500
WIBW	Topeka, Kan.	5,000	1,000
		5,000	*5,000
WTAG	Worcester, Mass.	5,000	1,000
WCHS	Charleston, W. Va.	5,000	5,000
	590 KC. REGIONAL		
KGMB	Honolulu, Hawaii	5,000	5,000
WEEI	Boston, Mass.	5,000	5,000
WKZO	Kalamazoo, Mich.	1,000	1,000
WOW	Omaha, Neb.	5,000	5,000
WMBS	(CP)Uniontown, Pa.	*1,000	*1,000
KHQ	Spokane, Wash.	5,000	5,000
	600 KC. REGIONAL		
KFSD	San Diego, Calif.	1,000	1,000
		*5,000	*5,000
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	1,000
		5,000	*5,000
WCAO	Baltimore, Md.	1,000	500
WSJS	(CP)Winston-Salem, N. C.	*1,000	*1,000
WREC	Memphis, Tenn.	5,000	1,000
		5,000	*5,000
KROD	(CP)El Paso, Tex.	*1,000	*500
	610 KC. REGIONAL		
KFAR	Fairbanks, Alaska	1,000	1,000
KFRC	San Francisco	5,000	5,000
WIOD	Miami, Fla.	1,000	1,000
		*5,000	*5,000
WDAF	Kansas City, Mo.	5,000	5,000
†WMUR	Manchester, N. H.	5,000	1,000
WCLE	Cleveland	500	....
WIP	Philadelphia	5,000	5,000
	620 KC. REGIONAL		
KTAR	Phoenix, Ariz.	5,000	5,000
WFLA	Tampa, Fla.	5,000	5,000
WSUN	St. Petersburg, Fla.	5,000	5,000
WLBZ	Bangor, Me.	1,000	500
†WAGE	Salina, N. Y.	1,000	1,000
KGW	Portland, Ore.	5,000	1,000
WHJB	Greensburg, Pa.	250	....
WKAQ	(CP)San Juan, P.R.	*5,000	*5,000
WROL	Knoxville, Tenn.	1,000	500
KWFT	Wichita Falls, Tex.	5,000	1,000
WTMJ	Milwaukee, Wis.	5,000	1,000
		5,000	*5,000
	630 KC. REGIONAL		
KVOD	Denver, Col.	1,000	1,000
WMAL	Washington, D. C.	5,000	5,000
KXOK	St. Louis, Mo.	5,000	5,000
KOH	Reno, Nev.	1,000	1,000
WPRO	Providence, R. I.	5,000	5,000
KGFX	Pierre, S. D.	200	....
	640 KC. CLEAR		
KFI	Los Angeles	50,000	50,000
WOI	Ames, Iowa	5,000	....
WHKC	Columbus, O.	500	L-500
	650 KC. CLEAR		
WSM	Nashville, Tenn.	50,000	50,000
	660 KC. CLEAR		
KOWH	Omaha, Neb.	500	....
WEAF	New York	50,000	50,000
	670 KC. CLEAR		
WMAQ	Chicago	50,000	50,000
	680 KC. CLEAR		
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass.	5,000	5,000
KFEQ	St. Joseph, Mo.	2,500	L-500
WPTF	Raleigh, N. C.	50,000	50,000
	690 KC. CANADIAN EXCLUSIVE		
	700 KC. CLEAR		
WLW	Cincinnati, O.	50,000	50,000
	710 KC. CLEAR		
KMPC	Beverly Hills, Calif.	5,000	1,000
		5,000	*5,000
WOR	Newark, N. J.	50,000	50,000
KIRO	Seattle, Wash.	1,000	1,000
		*10,000	*10,000
	720 KC. CLEAR		
WGN	Chicago, Ill.	50,000	50,000
	730 KC. CANADIAN EXCLUSIVE		
	740 KC. CLEAR		
KTRB	Modesto, Calif.	250	....
WSB	Atlanta, Ga.	50,000	50,000
KMMJ	Grand Island, Neb.	1,000	L-1,000
WHEB	Portsmouth, N. H.	1,000	....
	750 KC. CLEAR		
KGU	Honolulu, Hawaii	2,500	L-2,500
WJR	Detroit, Mich.	50,000	50,000
	760 KC. CLEAR		
‡WBAL	Baltimore, Md.	....	‡2,500
WLB	Minneapolis, Minn.	5,000	....
WCAL	Northfield, Minn.	5,000	....
WEW	St. Louis, Mo.	1,000	....
WJZ	New York	50,000	50,000
KXA	Seattle, Wash.	1,000	L-1,000
	770 KC. CLEAR		
WBBM	Chicago, Ill.	50,000	50,000
KFAB	Lincoln, Nebr.	10,000	10,000
	780 KC. REGIONAL		
KFQD	Anchorage, Alaska	250	250
KECA	Los Angeles	5,000	1,000
		5,000	*5,000
KGHL	Billings, Mont.	5,000	1,000
		5,000	*5,000
WPIC	Sharon, Pa.	1,000	....
WPRA	Mayaguez, P. R.	2,500	1,000
WEAN	Providence, R. I.	5,000	1,000
		5,000	*5,000
KFDY	Brookings, S. D.	1,000	....
WMC	Memphis, Tenn.	5,000	1,000
WTAR	Norfolk, Va.	5,000	5,000
	790 KC. CLEAR		
KGO	San Francisco	7,500	7,500
KOAM	Pittsburg, Kan.	1,000	....
WGY	Schenectady, N. Y.	50,000	50,000
	800 KC. CLEAR		
WTBO	Cumberland, Md.	250	....
WFAA	Dallas, Tex.	50,000	50,000
WBAP	Fort Worth, Tex.	50,000	50,000
	810 KC. CLEAR		
WCCO	Minneapolis, Minn.	50,000	50,000
WNYC	New York	1,000	....
	820 KC. CLEAR		
WHAS	Louisville, Ky.	50,000	50,000
	830 KC. CLEAR		
KOA	Denver, Col.	50,000	50,000
WRUF	Gainesville, Fla.	5,000	L-5,000
WHDH	Boston, Mass.	1,000	....
KFUO	Clayton, Mo.	1,000	L-1,000
		*5,000	*L-5,000
WEEU	Reading, Pa.	1,000	....
	840 KC. CANADIAN EXCLUSIVE		
	850 KC. CLEAR		
KIEV	Glendale, Calif.	250	....
WWL	New Orleans, La.	50,000	50,000
WKAR	East Lansing, Mich.	5,000	....
WHCU	Ithaca, N. Y.	1,000	....
	860 KC. CLEAR		
WHB	Kansas City, Mo.	1,000	....
WABC	New York	50,000	50,000
	870 KC. CLEAR		
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000
	880 KC. REGIONAL		
KLX	Oakland, Calif.	1,000	1,000
KPOF	Denver, Col.	1,000	1,000
KFKA	Greeley, Col.	1,000	1,000
WSUI	Iowa City, Ia.	5,000	1,000
WFDF	(CP)Flint, Mich.	*1,000	*1,000
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WQAN	Scranton, Pa.	1,000	500
WJHL	Johnson City, Tenn.	1,000	1,000
KRRV	Sherman, Tex.	1,000	1,000
WRNL	Richmond, Va.	1,000	1,000
KVAN	Vancouver, Wash.	250	....
	890 KC. REGIONAL		
KARK	Little Rock, Ark.	5,000	5,000
KTKC	Visalia, Calif.	1,000	1,000
WGST	Atlanta, Ga.	5,000	1,000
WBAA	West Lafayette, Ind.	1,000	500
		*5,000	*1,000
KFNF	Shenandoah, Ia.	1,000	500
WJAR	Providence, R. I.	5,000	1,000
		5,000	*5,000
KUSD	Vermillion, S. D.	500	500
KFPY	Spokane, Wash.	5,000	5,000
WMMN	Fairmont, W. Va.	5,000	1,000
		5,000	*5,000
	900 KC. REGIONAL		
KGBU	Ketchikan, Alaska	500	500
KHJ	Los Angeles	5,000	1,000
		5,000	*5,000
WJAX	Jacksonville, Fla.	5,000	1,000
KSEI	Pocatello, Idaho	1,000	250
WTAD	Quincy, Ill.	1,000	*1,000
WFMD	Frederick, Md.	500	*500
†WPAT	Paterson, N. J.	1,000	....
WBEN	Buffalo, N. Y.	5,000	1,000
		5,000	*5,000
WKY	Oklahoma City, Okla.	5,000	1,000
		5,000	*5,000
WSAZ	(CP)Huntington, W. Va.	*1,000	*1,000
WLBL	Stevens Point, Wis.	5,000	....
	910 KC. CANADIAN EXCLUSIVE		
	920 KC. REGIONAL		
KFEL	Denver, Colo.	1,000	1,000
		*5,000	*5,000
WAAF	Chicago	1,000	....
WORL	Boston	1,000	....
WWJ	Detroit	5,000	1,000
		5,000	*5,000
WPEN	Philadelphia	1,000	1,000
		*5,000	*5,000
WSPA	Spartanburg, S. C.	1,000	*1,000
KPRC	Houston, Tex.	5,000	1,000
		5,000	*5,000
KOMO	Seattle, Wash.	5,000	1,000
		5,000	*5,000
	930 KC. REGIONAL		
WBRC	Birmingham, Ala.	5,000	1,000
		5,000	*5,000
KROW	Oakland, Cal.	1,000	1,000
WELI	New Haven, Conn.	500	250
		*1,000	*500
WSBT	(CP)South Bend, Ind.	500	500
KMA	Shenandoah, Ia.	5,000	1,000
WDBJ	Roanoke, Va.	5,000	1,000
		5,000	*5,000
	940 KC. REGIONAL		
†WKGA	Tampa, Fla.	5,000	1,000
WAVE	Louisville, Ky.	5,000	5,000
WCSH	Portland, Me.	2,500	1,000
		*5,000	*5,000
WAAT	Jersey City, N. J.	500	....
		*1,000	*1,000
WDAY	Fargo, N. Dak.	5,000	5,000
WICA	Ashtabula, O.	1,000	....
KOIN	Portland, Ore.	5,000	5,000
WHA	Madison, Wis.	5,000	....
	950 KC. REGIONAL		
KFWB	Los Angeles	5,000	5,000
WRC	Washington, D. C.	5,000	5,000
†WHAL	Saginaw, Mich.	500	....
KMBC	Kansas City, Mo.	5,000	5,000
WTRY	Troy, N. Y.	1,000	*1,000
	960 KC. CANADIAN EXCLUSIVE		
	970 KC. CLEAR		
WCFL	Chicago	5,000	5,000
WIBG	Glenside, Pa.	1,000	L-1,000
KJR	Seattle, Wash.	5,000	5,000
	980 KC. CLEAR		
KDKA	Pittsburgh, Pa.	50,000	50,000
	990 KC. CLEAR		
WBZ	Boston	50,000	50,000
WBZA	Springfield, Mass.	1,000	1,000
	1000 KC. CLEAR		
KFVD	Los Angeles	1,000	L-1,000
WHO	Des Moines	50,000	50,000
	1010 KC. REGIONAL		
KQW	San Jose, Calif.	5,000	5,000
KGGF	Coffeyville, Kan.	1,000	1,000
WHN	New York	5,000	1,000
WNAD	Norman, Okla.	1,000	1,000
WNOX	Knoxville, Tenn.	5,000	1,000
	1020 KC. CLEAR		
WDZ	Tuscola, Ill.	1,000	....
KYW	Philadelphia	50,000	50,000
	1030 KC. CANADIAN EXCLUSIVE		
	1040 KC. CLEAR		
KTHS	Hot Springs, Ark. (‡1060 kc)	10,000	10,000
KYOS	Merced, Cal.	250	....
WTIC	Hartford, Conn.	50,000	50,000
‡KWJJ	Portland, Ore.	500	L-500
KRLD	Dallas	50,000	50,000
	1050 KC. CLEAR		
KNX	Los Angeles	50,000	50,000
WIBC	Indianapolis	1,000	*1,000
		*5,000	
KFBI	Wichita, Kan.	5,000	1,000
WEAU	Eau Claire, Wis.	5,000	L-1,000
	1060 KC. CLEAR		
‡KTHS	Hot Springs, Ark.	10,000	10,000
WBAL	Baltimore (‡760 kc)	10,000	10,000
		*50,000	*50,000
WJAG	Norfolk, Neb.	1,000	L-1,000
KWJJ	Portland, Ore. (‡1040 kc)	500	L-500
	1070 KC. CLEAR		
KJBS	San Francisco	500	L-500
WCAZ	Carthage, Ill.	100	....
WTAM	Cleveland	50,000	50,000
	1080 KC. CLEAR		
WCBD	Chicago	5,000	L-5,000
WMBI	Chicago	5,000	L-5,000
WBT	Charlotte, N. C.	50,000	50,000
	1090 KC. CLEAR		
KMOX	St. Louis	50,000	50,000
	1100 KC. CLEAR		
KGDM	Stockton, Calif.	1,000	....
KWKH	Shreveport, La.	50,000	50,000
WCAR	Pontiac, Mich.	1,000	....
WOV	New York	5,000	5,000
		*10,000	*10,000
	1110 KC. CLEAR		
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	50,000	50,000
	1120 KC. REGIONAL		
KFSG	Los Angeles	2,500	1,000
KRKD	Los Angeles	2,500	1,000
WDEL	Wilmington, Del.	1,000	250
		*5,000	*5,000
KSAL	Salina, Kan.	1,000	1,000
WJBO	Baton Rouge, La.	1,000	1,000
		*5,000	*5,000
WCOP	Boston	500	*500
†KWSO	Lawton, Okla.	250	....
WKPA	New Kensington, Pa.	250	....
WAPO	(CP)Chattanooga, Tenn.	*5,000	*1,000
KTBC	Austin, Tex.	1,000	....
WTAW	College Station, Tex.	500	....
		*1,000	....
KRSC	Seattle	1,000	1,000
KFIO	Spokane, Wash.	100	250
WISN	Milwaukee, Wis.	1,000	250
		*5,000	*5,000

[Continued on Page 84]

WFMJ's Studio No. 1 during a broadcast by Horace Heidt. The studio seats 200.

WFMJ

has more listeners than any other station heard in the Youngstown area.* Advertisers will assure themselves of largest audiences by choosing this popular and enterprising station in one of the nation's largest steel-making districts where every plant is working at capacity and enlarging to meet defense demands.

* Survey by Hooper-Holmes Bureau.

WFMJ

YOUNGSTOWN, OHIO

National Representatives: Headley-Reed Co.

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DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 82]

1130 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJJD	Chicago	20,000	L-20,000
KSL	Salt Lake City	50,000	50,000

1140 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WAPI	Birmingham, Ala.	5,000	5,000
KVOO	Tulsa, Okla.	25,000	25,000

1150 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHAM	Rochester, N. Y.	50,000	50,000

1160 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOWO	Fort Wayne, Ind.	10,000	10,000
KEX	Portland, Ore.	5,000	5,000
WWVA	Wheeling, W. Va.	5,000	5,000

1170 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WCAU	Philadelphia	50,000	50,000

1180 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WMAZ	Macon, Ga.	5,000	L-1,000
WDGY	Minneapolis	5,000	L-1,000
KOB	Albuquerque, N. Mex.	10,000	10,000
		*50,000	*50,000
WINS	New York	1,000	L-1,000

1190 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOAI	San Antonio, Tex.	50,000	50,000
WSAZ	Huntington, W. Va.	1,000	L-1,000
	(CP 900 kc)	1,000	*1,000

1200 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBHP	Huntsville, Ala.	250	250
WMOB	Mobile, Ala.	250	250
WJRD	Tuscaloosa, Ala.	250	250
KSUN	Lowell, Ariz.	250	250
KPHO	Phoenix, Ariz.	250	250
KBTM	Jonesboro, Ark.	250	100
KGHI	Little Rock, Ark.	250	250
KGFI	Los Angeles	100	100
KVCV	Redding, Cal.	250	250
KVEC	San Luis Obispo, Cal.	250	250
KWG	Stockton, Cal.	100	100
KFXJ	Grand Junction, Col.	250	250
KGEK	Sterling, Col.	100	100
WTHT	Hartford, Conn.	250	250
WLOF	Orlando, Fla.	250	250
WDLP	Panama City, Fla.	250	100
WJNO	West Palm Beach, Fla.	250	250
WRBL	Columbus, Ga.	250	250
WBLJ	Dalton, Ga.	250	250
WAYX	Waycross, Ga.	250	250
KHBC	Hilo, Hawaii	250	250
KFXD	Nampa, Idaho	250	250
WJBC	Bloomington, Ill.	250	250
WJOB	Hammond, Ind.	100	100
WFAM	South Bend, Ind.	100	100
WBOW	Terre Haute, Ind.	250	250
KFJB	Marshalltown, Ia.	250	250
WHOP	Hopkinsville, Ky.	250	250
KMLB	Monroe, La.	250	250
WJBW	New Orleans, La.	250	250
WABI	Bangor, Me.	250	250
†WITH	Baltimore	250	250
WESX	Salem, Mass.	100	100
†WAWW	Worcester, Mass.	250	250
†WGRB	Grand Rapids, Mich.	250	250
WMPC	Lapeer, Mich.	250	250
WSAM	Saginaw, Mich.	250	100
WSOO	Sault Ste. Marie, Mich.	250	100
KGDE	Fergus Falls, Minn.	250	100
KWNO	Winona, Minn.	250	250
WSKB	McComb, Miss.	250	250
WIL	St. Louis	250	250
KHAS	Hastings, Neb	250	250
WBAB	Atlantic City	250	250
WENY	Elmira, N. Y.	250	250
WIBX	Utica, N. Y.	250	250
WMFR	High Point, N. C.	250	250
WFTC	Kinston, N. C.	250	250
WCBT	Roanoke Rapids, N. C.	250	250
WHBC	Canton, O.	250	250
WCPO	Cincinnati, O.	250	250
WCOL	Columbus, O.	250	250
WTOL	Toledo, O.	250	250
KADA	Ada, Okla.	250	250
WBBZ	Ponca City, Okla	250	250
KAST	Astoria, Ore.	250	250
KODL	The Dalles, Ore.	250	100
KOOS	Marshfield, Ore.	250	250
†WCED	Du Bois, Pa.	250	250
WEST	Easton, Pa.	250	250
WKBO	Harrisburg, Pa.	250	250
WAIM	Anderson, S. C.	100	100
		*250	*250
WOLS	Florence, S. C.	250	250
WCAT	Rapid City, S. D.	100	....
KELO	Sioux Falls, S. D.	250	250
KFDA	Amarillo, Tex.	250	250
KVNU	Logan, Utah	250	250
WCAX	Burlington, Vt.	250	250
WLVA	Lynchburg, Va.	250	250
KVOS	Bellingham, Wash.	250	250
WLOG	Logan, W. Va.	100	100
WAJR	Morgantown, W. Va.	250	250
WHBY	Appleton, Wis.	250	250
WCLO	Janesville, Wis.	250	250
WDSM	Superior Wis.	100	100
†KPOW	Powell, Wyo	250	250

1210 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WJBY	Gadsden, Ala.	250	250
WCOV	Montgomery, Ala.	100	100
		*250	*250
KWJB	Globe, Ariz.	250	250
KYUM	Yuma, Ariz.	250	250
KDON	Monterey, Cal.	100	100
KPPC	Pasadena, Cal.	100	100
KROY	Sacramento, Cal.	100	100
KFXM	San Bernardino, Cal.	250	250
WFTM	Fort Myers, Fla.	250	250
WFOY	St. Augustine, Fla.	250	250
WGAC	Augusta, Ga.	250	250
†WGGA	Gainesville, Ga.	250	250
†WLAG	LaGrange, Ga.	250	250
WPAX	Thomasville, Ga.	250	250
WCRW	Chicago	100	100
WEDC	Chicago	250	250
WSBC	Chicago	250	250
WEBQ	Harrisburg, Ill.	250	250
WTAX	Springfield, Ill.	100	100
WHBU	Anderson, Ind.	250	250
KGLO	Mason City, Ia.	250	250
	(CP 1270 kc.)	*1.000	*1.000
†KBIZ	Ottumwa, Ia.	100	100
KIUL	Garden City, Kan.	100	100
KANS	Wichita, Kan.	250	250
WINN	Louisville, Ky.	250	100
KALB	Alexandria, La.	250	250
WCOU	Lewiston, Me.	250	250
WJEJ	Hagerstown, Md.	250	250
WHAI	Greenfield, Mass.	250	250
WOCB	Hyannis, Mass.	250	250
WJIM	Lansing, Mich.	250	250
WMFG	Hibbing, Minn.	250	250
WGRM	Greenwood, Miss.	250	250
WGCM	Gulfport, Miss.	250	250
KPFA	Helena, Mont.	250	250
KFOR	Lincoln, Nebr.	250	100
		250	*250
WSNJ	Bridgeton, N. J.	250	250
WBRB	Red Bank, N. J.	100	100
KLAH	Carlsbad, N. M.	250	250
WGBB	Freeport, N. Y.	100	100
WJTN	Jamestown, N. Y.	250	250
WSAY	Rochester, N. Y.	250	250
†WATN	Watertown, N. Y.	250	250
WFAS	White Plains, N. Y.	250	250
WSOC	Charlotte, N. C.	250	100
		250	*250
WRAL	Raleigh, N. C.	250	250
KDLR	Devils Lake, N. D.	250	250
WJW	Akron, O.	250	250
WLOK	Lima, O.	250	250
WHIZ	Zanesville, O.	250	250
KVSO	Ardmore, Okla.	250	100
KASA	Elk City, Okla.	100	100
KHBG	Okmulgee, Okla.	250	250
†KWIL	Albany, Ore.	250	250
KFJI	Klamath Falls, Ore.	100	100
WKOK	Sunbury, Pa.	250	250
WBAX	Wilkes-Barre, Pa.	100	100
WTMA	Charleston, S. C.	250	250
KWAT	Watertown, S. D.	250	250
†WBIR	Knoxville, Tenn.	250	100
			*250
WSIX	Nashville, Tenn.	250	250
KOCA	Kilgore, Tex.	250	250
KXOX	Sweetwater, Tex.	250	250
KOVO	Provo, Utah	250	250
WPID	Petersburg, Va.	250	250
WBBL	Richmond, Va.	100	100
KGY	Olympia, Wash.	100	100
WJLS	Beckley, W. Va.	250	250
WOMT	Manitowoc, Wis.	100	100
WIBU	Poynette, Wis.	250	250
WJMC	Rice Lake, Wis.	250	*250

1220 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTMS	Santa Barbara, Cal.	1.000	1.000
WDAE	Tampa, Fla.	5.000	5.000
KFKU	Lawrence, Kan.	5.000	1.000
WREN	Lawrence, Kan.	5.000	1.000
WCAD	Canton, N. Y.	500	....
WGNY	Newburgh, N. Y.	250	....
WCAE	Pittsburgh, Pa.	5.000	5.000
KPAC	Port Arthur, Tex.	500	500
KWSC	Pullman, Wash.	5.000	5.000
KTW	Seattle, Wash.	1.000	1.000

1230 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KYA	San Francisco	5.000	1.000
WOL	Washington, D. C.	1.000	1.000
WFBM	Indianapolis	5.000	1.000
		5.000	*5.000
WNAC	Boston	5.000	1.000
		5.000	*5.000
KGBX	Springfield, Mo.	5.000	5.000
KGGM	Albuquerque, N. M.	1.000	1.000

1240 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTFI	Twin Falls, Ida.	1.000	1.000
WHBF	Rock Island, Ill.	1.000	1.000
		*5.000	*5.000
WSPR	Springfield, Mass.	500	500
WXYZ	Detroit	5.000	1.000
		5.000	*5.000
KGCU	Mandan, N. D.	250	250
WKAQ	San Juan, P. R.	1.000	1.000
	(CP 620 kc.)	*5.000	*5.000
KFJZ	Fort Worth, Tex.	1.000	1.000
		*5.000	*5.000

1250 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFOX	Long Beach, Cal.	1.000	1.000
WMRO	Aurora, Ill.	250	....
WGBF	Evansville, Ind.	5.000	1.000
WDSU	New Orleans, La.	1.000	1.000
		*5.000	*5.000
WTCN	Minneapolis	5.000	1.000
WHBI	Newark, N. J.	2.500	1.000
WNEW	New York	5.000	1.000
		5.000	*5.000
WAIR	Winston-Salem, N. C.	250	*250
	(CP 1310 kc.)		
WKST	New Castle, Pa.	1.000	*1.000
KIT	Yakima, Wash.	1.000	1.000

1260 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOA	Tucson, Ariz.	1.000	1.000
KUOA	Siloam Springs, Ark.	5.000	....
KHSL	Chico, Cal.	1.000	500
WTOC	Savannah, Ga.	5.000	1.000
KGVO	Missoula, Mont.	5.000	1.000
KOIL	Omaha, Neb.	5.000	1.000
		5.000	*5.000
WHLD	Niagara Falls, N. Y.	1.000	....
WHIO	Dayton, O.	5.000	1.000
		5.000	*5.000
KRGV	Weslaco, Tex.	1.000	1.000
WKNE	Keene, N. H.	5.000	5.000
WFVA	Fredericksburg, Va.	250	....

1270 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOR	Colorado Springs, Col.	1.000	1.000
KWLC	Decorah, Ia.	100	....
KGLO	(CP) Mason City, Ia.	*1.000	*1.000
WFBR	Baltimore	5.000	1.000
WASH	Grand Rapids, Mich.	500	500
WOOD	Grand Rapids, Mich.	500	500
WJDX	Jackson, Miss.	5.000	1.000
†WWNY	Watertown, N. Y.	500	....
KOL	Seattle, Wash.	5.000	1.000

1280 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLS	Oakland, Cal	250	250
		*1.000	*1.000
WORC	Worcester, Mass.	1.000	1.000
KFBB	Great Falls, Mont.	5.000	1.000
		5.000	*5.000
†WISH	Indianapolis	5.000	1.000
WCAP	Ashbury Park, N. J.	500	500
WCAM	Camden, N. J.	500	500
WTNJ	Trenton, N. J.	500	500
WDOD	Chattanooga, Tenn.	5.000	1.000
		5.000	*5.000
WRR	Dallas	500	500
		*5.000	*5.000
WIBA	Madison, Wis.	5.000	1.000
		5.000	*5.000

1290 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLCN	Blytheville, Ark.	100	....
WATR	Waterbury, Conn.	250	250
WJHP	Jacksonville, Fla.	250	250
WEBC	Duluth, Minn.	5.000	1.000
WNBZ	Saranac Lake, N. Y.	100	....
WJAS	Pittsburgh, Pa.	5.000	1.000
WNEL	San Juan, P. R.	2.500	1.000
		*5.000	*5.000
KTRH	Houston, Tex.	5.000	1.000
			*5,000
KDYL	Salt Lake City	5.000	1.000
			*5,000

1300 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFAC	Los Angeles	1.000	1.000
KFH	Wichita, Kan.	5.000	1.000
		5.000	*5.000
WLOL	Minneapolis	1.000	1.000
WBBR	Brooklyn, N. Y.	1.000	1.000
WEVD	New York	1.000	1.000
WHAZ	Troy, N. Y.	1.000	1.000
KALE	Portland, Ore.	5.000	5.000
WFBC	Greenville, S. C.	5.000	1.000
		5.000	*5.000
WHBL	Sheboygan, Wis.	1.000	250

1310 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSGN	Birmingham, Ala.	250	250
KCRJ	Jerome, Ariz.	250	250
KWFC	Hot Sptings, Ark.	250	250
KARM	Fresno, Cal.	250	250
KSRO	Santa Rosa, Cal.	250	250
KHUB	Watsonville, Cal.	250	250
†KMYR	Denver	250	100
WINX	Washington, D. C.	250	250
†WPER	DeLand, Fla.	250	250
WLAK	Lakeland, Fla.	250	250
WTAL	Tallahassee, Fla.	250	100
WGAU	Athens, Ga.	250	250
WSAV	Savannah, Ga.	250	250
WDAK	West Point, Ga.	250	250
WSOY	Decatur, Ill.	250	250
WJPF	Herrin, Ill.	250	250
WCLS	Joliet, Ill.	100	100
WTRC	Elkhart, Ind.	250	250
WLBC	Muncie, Ind.	250	250
KCKN	Kansas City, Kan.	250	250
WCMI	Ashland, Ky.	250	250
WLBJ	Bowling Green, Ky.	250	250
KVOL	Lafayette, La.	250	250

1310 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
KRMD	Shreveport, La.	250	250
WNBH	New Bedford, Mass.	250	250
WBRK	Pittsfield, Mass.	250	250
WFDF	Flint, Mich.	100	100
	(CP 880 kc.)	*1.000	*1.000
WLAV	Grand Rapids, Mich.	250	250
WDMJ	Marquette, Mich.	250	250
WEXL	Royal Oak, Mich.	50	50
		*250	*250
KVOX	Moorhead, Minn.	250	250
KROC	Rochester, Minn.	250	250
KWLM	Willmar, Minn.	100	100
WJPR	Greenville, Miss.	250	250
WAML	Laurel, Miss.	250	250
KWOS	Jefferson City, Mo.	250	250
KWOC	Poplar Bluff, Mo.	250	250
[1]KGEZ	Kalispell, Mont.	100	100
		*250	*250
		or	
		*1.000	*1.000
†KRJF	Miles City, Mont.	250	250
KGFW	Kearney, Nebr.	250	250
WLNH	Laconia, N. H.	250	250
KVSF	Santa Fe, N. M.	100	100
WMBO	Auburn, N. Y.	250	250
WEBR	Buffalo, N. Y.	250	250
WMFF	Plattsburg, N. Y.	250	250
WGTM	Wilson, N. C.	250	250
WAIR	(CP) Winston-Salem, N. C.	250	*250
WSJS	Winston-Salem, N. C.	250	250
	(CP 600 kc.)	*1.000	*1.000
WIZE	Springfield, O.	100	100
WSTV	Steubenville, O.	250	250
KOCY	Oklahoma City, Okla.	250	250
KOME	Tulsa, Okla.	250	250
KBND	Bend, Ore.	250	250
KUIN	Grants Pass, Ore.	250	250
WFBG	Altoona, Pa.	250	250
WSAJ	Grove City, Pa.	100	100
WHAT	Philadelphia	100	100
WTEL	Philadelphia	100	100
WRAW	Reading, Pa.	250	250
WBRE	Wilkes-Barre, Pa.	250	250
WFIG	Sumter, S. C.	250	100
WTJS	Jackson, Tenn.	250	250
	(CP 1360 kc.)	*1.000	*1.000
KAND	Corsicana, Tex.	100	100
KFPL	Dublin, Tex.	250	100
KFYO	Lubbock, Tex.	250	250
KRBA	Lufkin, Tex.	250	....
KPDN	Pampa, Tex.	100	100
KVIC	Victoria, Tex.	250	250
KSUB	Cedar City, Utah	100	100
WGH	Newport News, Va.	250	250
KXRO	Aberdeen, Wash.	250	250
WBRW	Welch, W. Va.	250	250
WEMP	Milwaukee	250	250
WFHR	Wisconsin Rapids, Wis.	250	100

[1] KGEZ has option of staying on 1310 with 250 watts fulltime or going to 1430 kc. with 1.000 watts fulltime.

1320 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KSRO	(CP) Santa Rosa, Cal.	*1.000	*1.000
KGHF	Pueblo, Col.	500	500
KID	Idaho Falls, Idaho	5.000	500
KRNT	Des Moines, Ia.	5.000	1.000
		5.000	*5.000
WSMB	New Orleans, La.	5.000	5.000
WADC	Akron, O.	5.000	5.000
WORK	York, Pa.	1.000	1.000

1330 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGB	San Diego, Cal.	1.000	1.000
WDRC	Hartford, Conn.	5.000	5.000
WKAT	Miami Beach, Fla.	1.000	1.000
KSCJ	Sioux City, Ia.	5.000	1.000
		5.000	*5.000
WSAI	Cincinnati, O.	5.000	1.000
		5.000	*5.000
KRIS	Corpus Christi, Tex.	500	500
		*1.000	*1.000
KMO	Tacoma, Wash.	1.000	1.000
		*5.000	*5.000
WTAQ	Green Bay, Wis.	5.000	5.000

1340 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WCOA	Pensacola, Fla.	1.000	500
†KDTH	Dubuque, Ia.	1.000	1.000
KGNO	Dodge City, Kan.	1.000	250
KGIR	Butte, Mont.	5.000	5.000
WFEA	Manchester, N. H.	1.000	500
		*5.000	*5.000
WFNC	Fayetteville, N. C.	250	....
WSPD	Toledo	5.000	5.000
WPAB	Ponce, P. R.	1.000	1.000
KFRO	Longfiew, Tex.	1.000	1.000

1350 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WTSP	(CP) St. Petersburg, Fla.	*1.000	*500
KIDO	Boise, Idaho	2.500	1.000
KWK	St. Louis, Mo.	5.000	1.000
		5.000	*5.000
WAWZ	Zarephath, N. J.	1.000	1.000
WBNX	New York	5.000	5.000
KBWD	Brownwood, Tex.	500	500
KTSM	El Paso, Tex.	500	500
WMBG	Richmond, Va.	5.000	1.000

1360 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGER	Long Beach, Cal.	1,000	1,000
WGES	Chicago, Ill.	1,000	500
WSBT	South Bend, Ind.	500	500
	(CP 930 kc)		
WQBC	Vicksburg, Miss.	1,000	....
WFBL	Syracuse, N. Y.	5,000	5,000
KLPM	Minot, N. D.	1,000	1,000
KCRC	Enid, Okla.	250	250
KSLM	Salem, Ore.	1,000	1,000
WCSC	Charleston, S. C.	1,000	500
WTJS	(CP) Jackson, Tenn.	*1,000	*1,000

1370 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WMSL	Decatur, Ala.	250	250
WAGF	Dothan, Ala.	250	....
WJHO	Opelika, Ala.	250	100
KTUC	Tucson, Ariz.	250	250
KELD	El Dorado, Ark.	250	250
KFPW	Fort Smith, Ark.	250	250
KRE	Berkeley, Cal.	250	250
KIUP	Durango, Col.	250	250
KOKO	La Junta, Col.	100	100
WFTL	Ft. Lauderdale, Fla.	250	250
WMBR	Jacksonville, Fla.	250	250
WTSP	St. Petersburg, Fla.	250	250
	(CP 1350 kc.)	*1,000	*500
WATL	Atlanta, Ga.	250	250
WMGA	Moultrie, Ga.	250	250
[1]KRLC	Lewiston, Idaho	250	250
WDWS	Champaign, Ill.	250	250
WEOA	Evansville, Ind.	250	250
WGL	Fort Wayne, Ind.	250	250
WGRC	New Albany, Ind.	250	250
KFGQ	Boone, Iowa	100	....
WOC	Davenport, Ia.	250	250
KVFD	Fort Dodge, Ia.	250	250
KTSW	Emporia, Kan.	250	250
KVGB	Great Bend, Kan.	250	250
WRDO	Augusta, Me.	100	100
WCBM	Baltimore	250	250
†WHYN	Holyoke, Mass.	250	250
WLLH	Lowell, Mass.	250	250
WHDF	Calumet, Mich.	250	250
WIBM	Jackson, Mich.	250	250
WHLS	Port Huron, Mich.	250	250
WTCM	Traverse City, Mich.	250	250
WMIN	St. Paul, Minn.	250	250
WHLB	Virginia, Minn.	250	250
WCBI	Columbus, Miss.	250	250
WFOR	Hattiesburg, Miss.	100	100
		*250	*100
KFVS	Cape Girardeau, Mo.	250	250
KFRU	Columbia, Mo.	250	250
KORN	Fremont, Neb.	250	250
KENO	Las Vegas, Nev.	250	250
KICA	Clovis, N. M.	100	100
KGFL	Roswell, N. M.	100	100
WABY	Albany, N. Y.	250	250
WBNY	Buffalo, N. Y.	250	250
WSVS	Buffalo, N. Y.	50	....
WSLB	Ogdensburg, N. Y.	250	250
WISE	Asheville, N. C.	250	250
WCNC	Elizabeth City, N. C.	250	250
WGBR	Goldsboro, N. C.	250	250
WHKY	Hickory, N. C.	250	250
WMFD	Wilmington, N. C.	250	100
KRMC	Jamestown, N. D.	250	250
WMAN	Mansfield, O.	250	250
WPAY	Portsmouth, O.	100	100
		*250	*250
KTOK	Oklahoma City, Okla.	250	250
WJAC	Johnstown, Pa.	250	250
WDAS	Philadelphia	250	250
WARM	Scranton, Pa.	250	250
WRAK	Williamsport, Pa.	250	250
WCOS	Columbia, S. C.	250	250
WORD	Spartanburg, S. C.	250	250
KOBH	Rapid City, S. D.	250	250
WHUB	Cookeville, Tenn.	250	250
WDEF	Chattanooga, Tenn.	250	250
WKPT	Kingsport, Tenn.	250	250
WHBQ	Memphis, Tenn.	100	100
KLUF	Galveston, Tex.	250	250
KIUN	Pecos, Tex.	100	100
KGKL	San Angelo, Tex.	250	250
KMAC	San Antonio, Tex.	250	250
KONO	San Antonio, Tex.	250	250
KTEM	Temple, Tex.	250	250
WBTM	Danville, Va.	250	100
KRKO	Everett, Wash.	50	50
		*250	*100
KWLK	Longview, Wash.	250	250
KEVR	Seattle	100	100

1370 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
KUJ	Walla Walla, Wash.	100	100
	(CP 1390 kc.)	*1,000	*1,000
WBLK	Clarksburg, W. Va.	250	250
WKWK	Wheeling, W. Va.	100	100
WBTH	Williamson, W. Va.	250	250
WATW	Ashland, Wis.	100	100
WRJN	Racine, Wis.	250	250
WSAU	Wausau, Wis.	250	250
KYAN	Cheyenne, Who.	250	250
KVRS	Rock Springs, Wyo.	250	250
KWYO	Sheridan, Wyo.	250	250

[1] KRLC goes to 1370 kc. when KUJ, Walla Walla, Wash., goes to 1390 kc.

1380 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WALA	Mobile, Ala.	1,000	500
		*5,000	*5,000
KERN	Bakersfield, Cal.	1,000	1,000
WNBC	New Britain, Conn.	1,000	1,000
		*5,000	1,000
WING	Dayton, O.	5,000	5,000
KQV	Pittsburgh, Pa.	1,000	1,000
WKBH	La Crosse, Wis.	1,000	1,000
		*5,000	*5,000

1390 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLRA	Little Rock, Ark.	5,000	5,000
[1]KRLC	Lewiston, Idaho	250	250
WHK	Cleveland, O.	5,000	5,000
†WFCI	Pawtucket, R. I.	1,000	1,000
KABR	Aberdeen, S. D.	1,000	500
		*5,000	*5,000
WQDM	St. Albans, Vt.	1,000	....
KUJ	(CP) Walla Walla,	*1,000	*1,000

[1] KRLC goes to 1370 kc. when KUJ, Walla Walla, Wash., goes to 1390 kc.

1400 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WIRE	Indianapolis, Ind.	5,000	5,000
WARD	Brooklyn	500	500
WBBC	Brooklyn	500	500
WVFW	Brooklyn	500	500
WLTH	New York	500	500
KTUL	Tulsa, Okla.	5,000	5,000
KLO	Ogden, Utah	5,000	5,000

1410 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSFA	Montgomery, Ala.	1,000	500
WROK	Rockford, Ill.	1,000	500
WAAB	Boston	1,000	1,000
WBCM	Bay City, Mich.	1,000	500
KFJM	Grand Forks, N. D.	1,000	500
KMED	Medford, Ore.	1,000	1,000
KGNC	Amarillo, Tex.	2,500	1,000
		*5,000	1,000
WHIS	Bluefield, W. Va.	1,000	500

1420 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHMA	Anniston, Ala.	250	250
WMSD	Muscle Shoals City, Ala.	250	250
KGLU	Safford, Ariz.	250	250
KMYC	Marysville, Cal.	250	250
†KFMB	San Diego, Cal.	250	250
KSAN	San Francisco	250	250
KGIW	Alamosa, Col.	100	100
KIDW	Lamar, Col.	100	100
†WNAB	Bridgeport, Conn.	250	250
WILM	Wilmington, Del.	250	250
†WWDC	Washington, D. C.	250	250
WMFJ	Daytona Beach, Fla.	250	250
WSPB	Sarasota, Fla.	250	250
WGPC	Albany, Ga.	250	250
†WMWH	Augusta, Ga.	250	250
WBML	Macon, Ga.	250	250
†WRLC	Toccoa, Ga.	250	250
WGOV	Valdosta, Ga.	250	250
KWAL	Wallace, Idaho	250	250
WHFC	Cicero, Ill.	250	250
WCBS	Springfield, Ill.	250	250
†WKMO	Kokomo, Ind.	250	250
WAOV	Vinceenes, Ind.	100	100
KTRI	Sioux City, Ia.	250	250
KVAK	Atchison, Kan.	100	100
KWBG	Hutchison, Kan.	100	100
		*250	*250
†WHLN	Harlan, Ky.	250	250
WLAP	Lexington, Ky.	250	250
WPAD	Paducah, Ky.	250	250

1420 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WNOE	New Orleans	250	250
WAGM	Presque Isle, Me.	100	100
WMAS	Springfield, Mass.	250	250
WELL	Battle Creek, Mich.	250	250
WMBC	Detroit, Mich.	250	250
WJMS	Ironwood, Mich.	250	250
KATE	Albert Lea, Minn.	250	250
KFAM	St. Cloud, Minn.	250	250
WSLI	Jackson, Miss.	250	250
WMBH	Joplin, Mo.	250	250
KRBM	Bozeman, Mont.	250	250
WFPG	Atlantic City, N. J.	250	250
WHDL	Olean, N. Y.	250	250
WKIP	Poughkeepsie, N. Y.	250	250
WGNC	Gastonia, N. C.	250	250
WEED	Rocky Mount, N. C.	250	250
WFMJ	Youngstown, O.	250	250
KGFF	Shawnee, Okla.	250	250
KORE	Eugene, Ore.	250	250
KLBM	La Grande, Ore.	250	250
KBPS	Portland, Ore.	100	100
KXL	Portland, Ore.	250	250
WLEU	Erie, Pa.	250	250
WAZL	Hazleton, Pa.	250	250
WMBS	Uniontown, Pa.	250	250
	(CP 590 kc.)	*1,000	*1,000
WPRP	Ponce, P. R.	250	250
	(CP 1480 kc)	*5,000	*1,000
WAPO	Chattanooga, Tenn.	250	250
	(CP 1120 kc.)	*5,000	*1,000
KRBC	Abilene, Tex.	250	250
KRIC	Beaumont, Tex.	250	250
KDNT	Denton, Tex.	100	100
KRLH	Midland, Tex.	100	100
		*250	*250
KNET	Palestine, Tex.	100	....
KABC	San Antonio, Tex.	250	250
KCMC	Texarkana, Tex.	250	250
WACO	Waco, Tex.	250	250
KEUB	Price, Utah	250	250
WCHV	Charlottesville, Va.	250	250
†WMVA	Martinsville, Va.	250	100
WLPM	Suffolk, Va.	250	250
WPAR	Parkersburg, W. Va.	100	100
		*250	*250
KFIZ	Fond du Lac, Wis.	100	100
KFBC	Cheyenne, Wyo.	250	100

1430 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KINY	Juneau, Alaska	1,000	1,000
KSO	Des Moines, Ia.	5,000	1,000
[2]KGEZ	(CP) Kalispell, Mont.	*1,000	*1,000
KGNF	North Platte, Neb.	1,000	....
WOKO	Albany, N. Y.	1,000	500
WHEC	Rochester, N. Y.	1,000	500
WBNS	Columbus, O.	5,000	1,000
WHP	Harrisburg, Pa.	5,000	1,000
WMPS	Memphis	1,000	500

[2] KGEZ has option on staying on 1310 kc. with 250 watts or going to 1430 kc. with 1,000 watts.

1440 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WMBD	Peoria, Ill.	5,000	1,000
WBIG	Greensboro, N. C.	5,000	1,000
		5,000	*5,000
WCBA	Allentown, Pa.	500	500
WSAN	Allentown, Pa.	500	500
KXYZ	Houston, Tex.	1,000	1,000
KELA	Centralia, Wash.	1,000	1,000
KDFN	Casper, Wyo.	1,000	1,000

1450 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KIEM	Eureka, Cal.	1,000	500
WAGA	Atlanta, Ga.	1,000	500
KTBS	Shreveport, La.	1,000	1,000
WSAR	Fall River, Mass.	1,000	1,000
KCMO	Kansas City, Mo.	5,000	1,000
KGCX	Wolf Point, Mont.	1,000	1,000
WHOM	Jersey City, N. J.	1,000	500
WGAR	Cleveland	5,000	1,000

1460 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJSV	Washington, D. C.	50,000	50,000
KSTP	St. Paul, Minn.	50,000	50,000

1470 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WMEX	Boston	5,000	5,000
WLAC	Nashville, Tenn.	5,000	5,000
KGA	Spokane	5,000	5,000

1480 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHIP	Hammond, Ind.	5,000	....
WKBW	Buffalo, N. Y.	5,000	5,000
		*50,000	*50,000
KOMA	Oklahoma City, Okla.	5,000	5,000
WPRP	(CP) Ponce, P. R.	*5,000	*1,000

1490 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KFBK	Sacramento, Cal.	10,000	10,000
WCKY	Cincinnati, O.	50,000	50,000

1500 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHBB	Selma, Ala.	100	100
KYCA	Prescott, Ariz.	250	250
KOTN	Pine Bluff, Ark.	250	250
KXO	El Centro, Cal.	100	100
KVOE	Santa Ana, Cal.	250	250
KDB	Santa Barbara, Cal.	250	250
WNLC	New London, Conn.	250	250
WTMC	Ocala, Fla.	100	100
WRDW	Augusta, Ga.	250	250
WMOG	Brunswick, Ga.	250	100
WMJM	Cordele, Ga.	250	100
WKEU	Griffin, Ga.	100	*100
WRGA	Rome, Ga.	250	250
KTOH	Lihue, Hawaii	250	250
†WKRO	Cairo, Ill.	250	250
WDAN	Danville, Ill.	250	250
WTMV	East St. Louis, Ill.	250	250
WGIL	Galesburg, Ill.	250	250
WKBV	Richmond, Ind.	100	100
WKBB	Dubuque, Ia.	250	250
WOMI	Owensboro, Ky.	250	250
KPLC	Lake Charles, La.	250	250
WBOC	Salisbury, Md.	250	250
WJBK	Detroit, Mich.	250	250
†WDBC	Escanaba, Mich.	250	250
WKBZ	Muskegon, Mich.	250	250
KDAL	Duluth, Minn.	250	250
KYSM	Mankato, Minn.	250	250
KDRO	Sedalia, Mo.	250	250
†KONB	Omaha, Nebr.	250	250
KGKY	Scottsbluff, Nebr.	250	250
KAWM	Gallup, N. M.	250	100
KWEW	Hobbs, N. M.	100	100
†WBTA	Batavia, N. Y.	250	250
WNBF	Binghamton, N. Y.	250	250
WCNW	Brooklyn, N. Y.	250	100
WKNY	Kingston, N. Y.	250	250
WOLF	Syracuse, N. Y.	250	250
WWRL	Woodside, N. Y.	250	250
WDNC	Durham, N. C.	250	250
WGTC	Greenville, N. C.	250	250
WSTP	Salisbury, N. C.	250	250
KOVC	Valley City, N. D.	250	250
WMRN	Marion, O.	250	250
KBIX	Muskogee, Okla.	100	100
KBKR	Baker, Ore.	250	250
KRNR	Roseburg, Ore.	250	100
†WERC	Erie, Pa.	250	100
WGAL	Lancaster, Pa.	250	250
WWSW	Pittsburgh, Pa.	250	250
WMRC	Greenville, S. C.	250	250
WOPI	Bristol, Tenn.	250	250
KNOW	Austin, Tex.	250	250
KBST	Big Spring, Tex.	100	100
KNEL	Brady, Tex.	250	100
KGFI	Brownsville, Tex.	250	100
†KEYS	Corpus Christi, Tex.	250	250
KROD	El Paso, Tex.	250	250
	(CP 600 kc.)	*1,000	*500
KSAM	Huntsville, Tex.	250	....
KPAB	Laredo, Tex.	250	250
KPLT	Paris, Tex.	250	250
KGKB	Tyler, Tex.	250	250
KVWC	Vernon, Tex.	250	250
KUTA	Salt Lake City	250	250
	(CP 570 kc.)	*1,000	*1,000
WSYB	Rutland, Vt.	250	250
WSLS	Roanoke, Va.	250	250
KPQ	Wenatchee, Wash.	250	250
WGKV	Charleston, W. Va.	100	100
WIGM	Medford, Wis.	100	100

1530 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBRY	Waterbury, Conn.	1,000	1,000
		*5,000	*5,000
WALB	Albany, Ga.	1,000	1,000
KITE	Kansas City, Mo.	1,000	1,000
WAKR	Akron, O.	1,000	1,000

1550 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KPMC	Bakersfield, Cal.	1,000	1,000
WQXR	New York	5,000	5,000

IF your market is in the heart of the motor industry
GET ALL THE FACTS . . . CHECK UP ON .... WCAR
1000 Streamlined Watts ....
PONTIAC, MICHIGAN

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

[Continued from Page 82]

1130 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJJD	Chicago	20.000	L-20.000
KSL	Salt Lake City	50.000	50.000

1140 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WAPI	Birmingham, Ala.	5.000	5.000
KVOO	Tulsa, Okla.	25.000	25.000

1150 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHAM	Rochester, N. Y.	50.000	50.000

1160 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOWO	Fort Wayne, Ind.	10.000	10.000
KEX	Portland, Ore.	5.000	5.000
WWVA	Wheeling, W. Va.	5.000	5.000

1170 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WCAU	Philadelphia	50.000	50.000

1180 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WMAZ	Macon, Ga.	5.000	L-1.000
WDGY	Minneapolis	5.000	L-1.000
KOB	Albuquerque, N. Mex.	10.000 *50.000	10.000 *50.000
WINS	New York	1.000	L-1.000

1190 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOAI	San Antonio, Tex.	50.000	50.000
WSAZ	Huntington, W. Va.	1.000	L-1.000
	(CP 900 kc)	1.000	*1.000

1200 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBHP	Huntsville, Ala.	250	250
WMOB	Mobile, Ala.	250	250
WJRD	Tuscaloosa, Ala.	250	250
KSUN	Lowell, Ariz.	250	250
KPHO	Phoenix, Ariz.	250	250
KBTM	Jonesboro, Ark.	250	100
KGHI	Little Rock, Ark.	250	250
KGFI	Los Angeles	100	100
KVCV	Redding, Cal.	250	250
KVEC	San Luis Obispo, Cal.	250	250
KWG	Stockton, Cal.	100	100
KFXJ	Grand Junction, Col.	250	250
KGEK	Sterling, Col.	100	100
WTHT	Hartford, Conn.	250	250
WLOF	Orlando, Fla.	250	250
WDLP	Panama City, Fla.	250	100
WJNO	West Palm Beach, Fla.	250	250
WRBL	Columbus, Ga.	250	250
WBLJ	Dalton, Ga.	250	250
WAYX	Waycross, Ga.	250	250
KHBC	Hilo, Hawaii	250	250
KFXD	Nampa, Idaho	250	250
WJBC	Bloomington, Ill.	250	250
WJOB	Hammond, Ind.	100	100
WFAM	South Bend, Ind.	100	100
WBOW	Terre Haute, Ind.	250	250
KFJB	Marshalltown, Ia.	250	250
WHOP	Hopkinsville, Ky.	250	250
KMLB	Monroe, La.	250	250
WJBW	New Orleans, La.	250	250
WABI	Bangor, Me.	250	250
†WITH	Baltimore	250	250
WESX	Salem, Mass.	100	100
†WAWW	Worcester, Mass.	250	250
†WGRB	Grand Rapids, Mich.	250	250
WMPC	Lapeer, Mich.	250	250
WSAM	Saginaw, Mich.	250	100
WSOO	Sault Ste. Marie, Mich.	250	100
KGDE	Fergus Falls, Minn.	250	100
KWNO	Winona, Minn.	250	250
WSKB	McComb, Miss.	250	250
WIL	St. Louis	250	250
KHAS	Hastings, Neb	250	250
WBAB	Atlantic City	250	250
WENY	Elmira, N. Y.	250	250
WIBX	Utica, N. Y.	250	250
WMFR	High Point, N. C.	250	250
WFTC	Kinston, N. C.	250	250
WCBT	Roanoke Rapids, N. C.	250	250
WHBC	Canton, O.	250	250
WCPO	Cincinnati, O.	250	250
WCOL	Columbus, O.	250	250
WTOL	Toledo, O.	250	250
KADA	Ada, Okla.	250	250
WBBZ	Ponca City, Okla	250	250
KAST	Astoria, Ore.	250	250
KODL	The Dalles, Ore.	250	100
KOOS	Marshfield, Ore.	250	250
†WCED	Du Bois, Pa.	250	250
WEST	Easton, Pa.	250	250
WKBO	Harrisburg, Pa.	250	250
WAIM	Anderson, S. C.	100 *250	100 *250
WOLS	Florence, S. C.	250	250
WCAT	Rapid City, S. D.	100	....
KELO	Sioux Falls, S. D.	250	250
KFDA	Amarillo, Tex.	250	250
KVNU	Logan, Utah	250	250
WCAX	Burlington, Vt.	250	250
WLVA	Lynchburg, Va.	250	250
KVOS	Bellingham, Wash.	250	250
WLOG	Logan, W. Va.	100	100
WAJR	Morgantown, W. Va.	250	250
WHBY	Appleton, Wis.	250	250
WCLO	Janesville, Wis.	250	250
WDSM	Superior Wis.	100	100
†KPOW	Powell, Wyo	250	250

1210 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WJBY	Gadsden, Ala.	250	250
WCOV	Montgomery, Ala.	100 *250	100 *250
KWJB	Globe, Ariz.	250	250
KYUM	Yuma, Ariz.	250	250
KDON	Monterey, Cal.	100	100
KPPC	Pasadena, Cal.	100	100
KROY	Sacramento, Cal.	100	100
KFXM	San Bernardino, Cal.	250	250
WFTM	Fort Myers, Fla.	250	250
WFOY	St. Augustine, Fla.	250	250
WGAC	Augusta, Ga.	250	250
†WGGA	Gainesville, Ga.	250	250
†WLAG	LaGrange, Ga.	250	250
WPAX	Thomasville, Ga.	250	250
WCRW	Chicago	100	100
WEDC	Chicago	250	250
WSBC	Chicago	250	250
WEBQ	Harrisburg, Ill.	250	250
WTAX	Springfield, Ill.	100	100
WHBU	Anderson, Ind.	250	250
KGLO	Mason City, Ia.	250	250
	(CP 1270 kc.)	*1.000	*1.000
†KBIZ	Ottumwa, Ia.	100	100
KIUL	Garden City, Kan.	100	100
KANS	Wichita, Kan.	250	250
WINN	Louisville, Ky.	250	100
KALB	Alexandria, La.	250	250
WCOU	Lewiston, Me.	250	250
WJEJ	Hagerstown, Md.	250	250
WHAI	Greenfield, Mass.	250	250
WOCB	Hyannis, Mass.	250	250
WJIM	Lansing, Mich.	250	250
WMFG	Hibbing, Minn.	250	250
WGRM	Greenwood, Miss.	250	250
WGCM	Gulfport, Miss.	250	250
KPFA	Helena, Mont.	250	250
KFOR	Lincoln, Nebr.	250 250	100 *250
WSNJ	Bridgeton, N. J.	250	250
WBRB	Red Bank, N. J.	100	100
KLAH	Carlsbad, N. M.	250	250
WGBB	Freeport, N. Y.	100	100
WJTN	Jamestown, N. Y.	250	250
WSAY	Rochester, N. Y.	250	250
†WATN	Watertown, N. Y.	250	250
WFAS	White Plains, N. Y.	250	250
WSOC	Charlotte, N. C.	250 250	100 *250
WRAL	Raleigh, N. C.	250	250
KDLR	Devils Lake, N. D.	250	250
WJW	Akron, O.	250	250
WLOK	Lima, O.	250	250
WHIZ	Zanesville, O.	250	250
KVSO	Ardmore, Okla.	250	100
KASA	Elk City, Okla.	100	100
KHBG	Okmulgee, Okla.	250	250
†KWIL	Albany, Ore.	250	250
KFJI	Klamath Falls, Ore.	100	100
WKOK	Sunbury, Pa.	250	250
WBAX	Wilkes-Barre, Pa.	100	100
WTMA	Charleston, S. C.	250	250
KWAT	Watertown, S. D.	250	250
†WBIR	Knoxville, Tenn.	250	100 *250
WSIX	Nashville, Tenn.	250	250
KOCA	Kilgore, Tex.	250	250
KXOX	Sweetwater, Tex.	250	250
KOVO	Provo, Utah	250	250
WPID	Petersburg, Va.	250	250
WBBL	Richmond, Va.	100	100
KGY	Olympia, Wash.	100	100
WJLS	Beckley, W. Va.	250	250
WOMT	Manitowoc, Wis.	100	100
WIBU	Poynette, Wis.	250	250
WJMC	Rice Lake, Wis.	250	*250

1220 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTMS	Santa Barbara, Cal.	1.000	1.000
WDAE	Tampa, Fla.	5.000	5.000
KFKU	Lawrence, Kan.	5.000	1.000
WREN	Lawrence, Kan.	5.000	1.000
WCAD	Canton, N. Y.	500	....
WGNY	Newburgh, N. Y.	250	....
WCAE	Pittsburgh, Pa.	5.000	5.000
KPAC	Port Arthur, Tex.	500	500
KWSC	Pullman, Wash.	5.000	5.000
KTW	Seattle, Wash.	1.000	1.000

1230 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KYA	San Francisco	5.000	1.000
WOL	Washington, D. C.	1.000	1.000
WFBM	Indianapolis	5.000 5.000	1.000 *5.000
WNAC	Boston	5.000 5.000	1.000 *5.000
KGBX	Springfield, Mo.	5.000	5.000
KGGM	Albuquerque, N. M.	1.000	1.000

1240 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KTFI	Twin Falls, Ida.	1.000	1.000
WHBF	Rock Island, Ill.	1.000 *5.000	1.000 *5.000
WSPR	Springfield, Mass.	500	500
WXYZ	Detroit	5.000 5.000	1.000 *5.000
KGCU	Mandan, N. D.	250	250
WKAQ	San Juan, P. R.	1.000	1.000
	(CP 620 kc.)	*5.000	*5.000
KFJZ	Fort Worth, Tex.	1.000 *5.000	1.000 *5.000

1250 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFOX	Long Beach, Cal.	1.000	1.000
WMRO	Aurora, Ill.	250	....
WGBF	Evansville, Ind.	5.000	1.000
WDSU	New Orleans, La.	1.000 *5.000	1.000 *5.000
WTCN	Minneapolis	5.000	1.000
WHBI	Newark, N. J.	2.500	1.000
WNEW	New York	5.000 5.000	1.000 *5.000
WAIR	Winston-Salem, N. C. (CP 1310 kc.)	250	*250
WKST	New Castle, Pa.	1.000	*1.000
KIT	Yakima, Wash.	1.000	1.000

1260 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOA	Tucson, Ariz.	1.000	1.000
KUOA	Siloam Springs, Ark.	5.000	....
KHSL	Chico, Cal.	1.000	500
WTOC	Savannah, Ga.	5.000	1.000
KGVO	Missoula, Mont.	5.000	1.000
KOIL	Omaha, Neb.	5.000 5.000	1.000 *5.000
WHLD	Niagara Falls, N. Y.	1.000	....
WHIO	Dayton, O.	5.000 5.000	1.000 *5.000
KRGV	Weslaco, Tex.	1.000	1.000
WKNE	Keene, N. H.	5.000	5.000
WFVA	Fredericksburg, Va.	250	....

1270 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KVOR	Colorado Springs, Col.	1.000	1.000
KWLC	Decorah, Ia.	100	....
KGLO	(CP) Mason City, Ia.	*1.000	*1.000
WFBR	Baltimore	5.000	1.000
WASH	Grand Rapids, Mich.	500	500
WOOD	Grand Rapids, Mich.	500	500
WJDX	Jackson, Miss.	5.000	1.000
†WWNY	Watertown, N. Y.	500	....
KOL	Seattle, Wash.	5.000	1.000

1280 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLS	Oakland, Cal	250 *1.000	250 *1.000
WORC	Worcester, Mass.	1.000	1.000
KFBB	Great Falls, Mont.	5.000 5.000	1.000 *5.000
†WISH	Indianapolis	5.000	1.000
WCAP	Ashbury Park, N. J.	500	500
WCAM	Camden, N. J.	500	500
WTNJ	Trenton, N. J.	500	500
WDOD	Chattanooga, Tenn.	5.000 5.000	1.000 *5.000
WRR	Dallas	500 *5.000	500 *5.000
WIBA	Madison, Wis.	5.000 5.000	1.000 *5.000

1290 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLCN	Blytheville, Ark.	100	....
WATR	Waterbury, Conn.	250	250
WJHP	Jacksonville, Fla.	250	250
WEBC	Duluth, Minn.	5.000	1.000
WNBZ	Saranac Lake, N. Y.	100	....
WJAS	Pittsburgh, Pa.	5.000	1.000
WNEL	San Juan, P. R.	2.500 *5.000	1.000 *5.000
KTRH	Houston, Tex.	5.000	1.000 *5,000
KDYL	Salt Lake City	5.000	1.000 *5,000

1300 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFAC	Los Angeles	1.000	1.000
KFH	Wichita, Kan.	5.000 5.000	1.000 *5.000
WLOL	Minneapolis	1.000	1.000
WBBR	Brooklyn, N. Y.	1.000	1.000
WEVD	New York	1.000	1.000
WHAZ	Troy, N. Y.	1.000	1.000
KALE	Portland, Ore.	5.000	5.000
WFBC	Greenville, S. C.	5.000 5.000	1.000 *5.000
WHBL	Sheboygan, Wis.	1.000	250

1310 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSGN	Birmingham, Ala.	250	250
KCRJ	Jerome, Ariz.	250	250
KWFC	Hot Sptings, Ark.	250	250
KARM	Fresno, Cal.	250	250
KSRO	Santa Rosa, Cal.	250	250
KHUB	Watsonville, Cal.	250	250
†KMYR	Denver	250	100
WINX	Washington, D. C.	250	250
†WPER	DeLand, Fla.	250	250
WLAK	Lakeland, Fla.	250	250
WTAL	Tallahassee, Fla.	250	100
WGAU	Athens, Ga.	250	250
WSAV	Savannah, Ga.	250	250
WDAK	West Point, Ga.	250	250
WSOY	Decatur, Ill.	250	250
WJPF	Herrin, Ill.	250	250
WCLS	Joliet, Ill.	100	100
WTRC	Elkhart, Ind.	250	250
WLBC	Muncie, Ind.	250	250
KCKN	Kansas City, Kan.	250	250
WCMI	Ashland, Ky.	250	250
WLBJ	Bowling Green, Ky.	250	250
KVOL	Lafayette, La.	250	250
KRMD	Shreveport, La.	250	250
WNBH	New Bedford, Mass.	250	250
WBRK	Pittsfield, Mass.	250	250
WFDF	Flint, Mich.	100	100
	(CP 880 kc.)	*1.000	*1.000
WLAV	Grand Rapids, Mich.	250	250
WDMJ	Marquette, Mich.	250	250
WEXL	Royal Oak, Mich.	50 *250	50 *250
KVOX	Moorhead, Minn.	250	250
KROC	Rochester, Minn.	250	250
KWLM	Willmar, Minn.	100	100
WJPR	Greenville, Miss.	250	250
WAML	Laurel, Miss.	250	250
KWOS	Jefferson City, Mo.	250	250
KWOC	Poplar Bluff, Mo.	250	250
[1]KGEZ	Kalispell, Mont.	100 *250 or *1.000	100 *250 *1,000
†KRJF	Miles City, Mont.	250	250
KGFW	Kearney, Nebr.	250	250
WLNH	Laconia, N. H.	250	250
KVSF	Santa Fe, N. M.	100	100
WMBO	Auburn, N. Y.	250	250
WEBR	Buffalo, N. Y.	250	250
WMFF	Plattsburg, N. Y.	250	250
WGTM	Wilson, N. C.	250	250
WAIR	(CP) Winston-Salem, N. C.	250	*250
WSJS	Winston-Salem, N. C.	250	250
	(CP 600 kc.)	*1.000	*1.000
WIZE	Springfield, O.	100	100
WSTV	Steubenville, O.	250	250
KOCY	Oklahoma City, Okla.	250	250
KOME	Tulsa, Okla.	250	250
KBND	Bend, Ore.	250	250
KUIN	Grants Pass, Ore.	250	250
WFBG	Altoona, Pa.	250	250
WSAJ	Grove City, Pa.	100	100
WHAT	Philadelphia	100	100
WTEL	Philadelphia	100	100
WRAW	Reading, Pa.	250	250
WBRE	Wilkes-Barre, Pa.	250	250
WFIG	Sumter, S. C.	250	100
WTJS	Jackson, Tenn.	250	250
	(CP 1360 kc.)	*1.000	*1.000
KAND	Corsicana, Tex.	100	100
KFPL	Dublin, Tex.	250	100
KFYO	Lubbock, Tex.	250	250
KRBA	Lufkin, Tex.	250	....
KPDN	Pampa, Tex.	100	100
KVIC	Victoria, Tex.	250	250
KSUB	Cedar City, Utah	100	100
WGH	Newport News, Va.	250	250
KXRO	Aberdeen, Wash.	250	250
WBRW	Welch, W. Va.	250	250
WEMP	Milwaukee	250	250
WFHR	Wisconsin Rapids, Wis.	250	100

[1] KGEZ has option of staying on 1310 with 250 watts fulltime or going to 1430 kc. with 1.000 watts fulltime.

1320 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KSRO	(CP) Santa Rosa, Cal.	*1.000	*1.000
KGHF	Pueblo, Col.	500	500
KID	Idaho Falls, Idaho	5.000	500
KRNT	Des Moines, Ia.	5.000 5.000	1.000 *5.000
WSMB	New Orleans, La.	5.000	5.000
WADC	Akron, O.	5.000	5.000
WORK	York, Pa.	1.000	1.000

1330 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGB	San Diego, Cal.	1.000	1.00
WDRC	Hartford, Conn.	5.000	5.00
WKAT	Miami Beach, Fla.	1.000	1.00
KSCJ	Sioux City, Ia.	5.000 5.000	1.00 *5.00
WSAI	Cincinnati, O.	5.000 5.000	1.00 *5.00
KRIS	Corpus Christi, Tex.	500 *1.000	50 *1.00
KMO	Tacoma, Wash.	1.000 *5.000	1.00 *5.00
WTAQ	Green Bay, Wis.	5.000	5.00

1340 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WCOA	Pensacola, Fla.	1.000	50
†KDTH	Dubuque, Ia.	1.000	1.00
KGNO	Dodge City, Kan.	1.000	25
KGIR	Butte, Mont.	5.000	5.00
WFEA	Manchester, N. H.	1.000 *5.000	50 *5.00
WFNC	Fayetteville, N. C.	250	....
WSPD	Toledo	5.000	5.00
WPAB	Ponce, P. R.	1.000	1.00
KFRO	Longfiew, Tex.	1.000	1.00

1350 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WTSP	(CP) St. Petersburg, Fla.	*1.000	*50
KIDO	Boise, Idaho	2.500	1.00
KWK	St. Louis, Mo.	5.000 5.000	1.00 *5.00
WAWZ	Zarephath, N. J.	1.000	1.00
WBNX	New York	5.000	5.00
KBWD	Brownwood, Tex.	500	500
KTSM	El Paso, Tex.	500	500
WMBG	Richmond, Va.	5.000	1.000

1360 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGER	Long Beach, Cal.	1,000	1,000
WGES	Chicago, Ill.	1,000	500
WSBT	South Bend, Ind.	500	500
	(CP 930 kc)		
WQBC	Vicksburg, Miss.	1,000	....
WFBL	Syracuse, N. Y.	5,000	5,000
KLPM	Minot, N. D.	1,000	1,000
KCRC	Enid, Okla.	250	250
KSLM	Salem, Ore.	1,000	1,000
WCSC	Charleston, S. C.	1,000	500
WTJS	(CP) Jackson, Tenn.	*1,000	*1,000

1370 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WMSL	Decatur, Ala.	250	250
WAGF	Dothan, Ala.	250	....
WJHO	Opelika, Ala.	250	100
KTUC	Tucson, Ariz.	250	250
KELD	El Dorado, Ark.	250	250
KFPW	Fort Smith, Ark.	250	250
KRE	Berkeley, Cal.	250	250
KIUP	Durango, Col.	250	250
KOKO	La Junta, Col.	100	100
WFTL	Ft. Lauderdale, Fla.	250	250
WMBR	Jacksonville, Fla.	250	250
WTSP	St. Petersburg, Fla.	250	250
	(CP 1350 kc.)	*1,000	*500
WATL	Atlanta, Ga.	250	250
WMGA	Moultrie, Ga.	250	250
[1]KRLC	Lewiston, Idaho	250	250
WDWS	Champaign, Ill.	250	250
WEOA	Evansville, Ind.	250	250
WGL	Fort Wayne, Ind.	250	250
WGRC	New Albany, Ind.	250	250
KFGQ	Boone, Iowa	100	....
WOC	Davenport, Ia.	250	250
KVFD	Fort Dodge, Ia.	250	250
KTSW	Emporia, Kan.	250	250
KVGB	Great Bend, Kan.	250	250
WRDO	Augusta, Me.	100	100
WCBM	Baltimore	250	250
†WHYN	Holyoke, Mass.	250	250
WLLH	Lowell, Mass.	250	250
WHDF	Calumet, Mich.	250	250
WIBM	Jackson, Mich.	250	250
WHLS	Port Huron, Mich.	250	250
WTCM	Traverse City, Mich.	250	250
WMIN	St. Paul, Minn.	250	250
WHLB	Virginia, Minn.	250	250
WCBI	Columbus, Miss.	250	250
WFOR	Hattiesburg, Miss.	100	100
		*250	*100
KFVS	Cape Girardeau, Mo.	250	250
KFRU	Columbia, Mo.	250	250
KORN	Fremont, Neb.	250	250
KENO	Las Vegas, Nev.	250	250
KICA	Clovis, N. M.	100	100
KGFL	Roswell, N. M.	100	100
WABY	Albany, N. Y.	250	250
WBNY	Buffalo, N. Y.	250	250
WSVS	Buffalo, N. Y.	50	....
WSLB	Ogdensburg, N. Y.	250	250
WISE	Asheville, N. C.	250	250
WCNC	Elizabeth City, N. C.	250	250
WGBR	Goldsboro, N. C.	250	250
WHKY	Hickory, N. C.	250	250
WMFD	Wilmington, N. C.	250	100
KRMC	Jamestown, N. D.	250	250
WMAN	Mansfield, O.	250	250
WPAY	Portsmouth, O.	100	100
		*250	*250
KTOK	Oklahoma City, Okla.	250	250
WJAC	Johnstown, Pa.	250	250
WDAS	Philadelphia	250	250
WARM	Scranton, Pa.	250	250
WRAK	Williamsport, Pa.	250	250
WCOS	Columbia, S. C.	250	250
WORD	Spartanburg, S. C.	250	250
KOBH	Rapid City, S. D.	250	250
WHUB	Cookeville, Tenn.	250	250
WDEF	Chattanooga, Tenn.	250	250
WKPT	Kingsport, Tenn.	250	250
WHBQ	Memphis, Tenn.	100	100
KLUF	Galveston, Tex.	250	250
KIUN	Pecos, Tex.	100	100
KGKL	San Angelo, Tex.	250	250
KMAC	San Antonio, Tex.	250	250
KONO	San Antonio, Tex.	250	250
KTEM	Temple, Tex.	250	250
WBTM	Danville, Va.	250	100
KRKO	Everett, Wash.	50	50
		*250	*100
KWLK	Longview, Wash.	250	250
KEVR	Seattle	100	100

1370 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
KUJ	Walla Walla, Wash.	100	100
	(CP 1390 kc.)	*1,000	*1,000
WBLK	Clarksburg, W. Va.	250	250
WKWK	Wheeling, W. Va.	100	100
WBTH	Williamson, W. Va.	250	250
WATW	Ashland, Wis.	100	100
WRJN	Racine, Wis.	250	250
WSAU	Wausau, Wis.	250	250
KYAN	Cheyenne, Who.	250	250
KVRS	Rock Springs, Wyo.	250	250
KWYO	Sheridan, Wyo.	250	250

[1] KRLC goes to 1370 kc. when KUJ, Walla Walla, Wash., goes to 1390 kc.

1380 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WALA	Mobile, Ala.	1,000	500
		*5,000	*5,000
KERN	Bakersfield, Cal.	1,000	1,000
WNBC	New Britain, Conn.	1,000	1,000
		*5,000	1,000
WING	Dayton, O.	5,000	5,000
KQV	Pittsburgh, Pa.	1,000	1,000
WKBH	La Crosse, Wis.	1,000	1,000
		*5,000	*5,000

1390 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLRA	Little Rock, Ark.	5,000	5,000
[1]KRLC	Lewiston, Idaho	250	250
WHK	Cleveland, O.	5,000	5,000
†WFCI	Pawtucket, R. I.	1,000	1,000
KABR	Aberdeen, S. D.	1,000	500
		*5,000	*5,000
WQDM	St. Albans, Vt.	1,000	....
KUJ	(CP) Walla Walla,	*1,000	*1,000

[1] KRLC goes to 1370 kc. when KUJ, Walla Walla, Wash., goes to 1390 kc.

1400 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WIRE	Indianapolis, Ind.	5,000	5,000
WARD	Brooklyn	500	500
WBBC	Brooklyn	500	500
WVFW	Brooklyn	500	500
WLTH	New York	500	500
KTUL	Tulsa, Okla.	5,000	5,000
KLO	Ogden, Utah	5,000	5,000

1410 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WSFA	Montgomery, Ala.	1,000	500
WROK	Rockford, Ill.	1,000	500
WAAB	Boston	1,000	1,000
WBCM	Bay City, Mich.	1,000	500
KFJM	Grand Forks, N. D.	1,000	500
KMED	Medford, Ore.	1,000	1,000
KGNC	Amarillo, Tex.	2,500	1,000
		*5,000	1,000
WHIS	Bluefield, W. Va.	1,000	500

1420 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHMA	Anniston, Ala.	250	250
WMSD	Muscle Shoals City, Ala.	250	250
KGLU	Safford, Ariz.	250	250
KMYC	Marysville, Cal.	250	250
†KFMB	San Diego, Cal.	250	250
KSAN	San Francisco	250	250
KGIW	Alamosa, Col.	100	100
KIDW	Lamar, Col.	100	100
†WNAB	Bridgeport, Conn.	250	250
WILM	Wilmington, Del.	250	250
†WWDC	Washington, D. C.	250	250
WMFJ	Daytona Beach, Fla.	250	250
WSPB	Sarasota, Fla.	250	250
WGPC	Albany, Ga.	250	250
†WMWH	Augusta, Ga.	250	250
WBML	Macon, Ga.	250	250
†WRLC	Toccoa, Ga.	250	250
WGOV	Valdosta, Ga.	250	250
KWAL	Wallace, Idaho	250	250
WHFC	Cicero, Ill.	250	250
WCBS	Springfield, Ill.	250	250
†WKMO	Kokomo, Ind.	250	250
WAOV	Vinceenes, Ind.	100	100
KTRI	Sioux City, Ia.	250	250
KVAK	Atchison, Kan.	100	100
KWBG	Hutchison, Kan.	100	100
		*250	*250
†WHLN	Harlan, Ky.	250	250
WLAP	Lexington, Ky.	250	250
WPAD	Paducah, Ky.	250	250

1420 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WNOE	New Orleans	250	250
WAGM	Presque Isle, Me.	100	100
WMAS	Springfield, Mass.	250	250
WELL	Battle Creek, Mich.	250	250
WMBC	Detroit, Mich.	250	250
WJMS	Ironwood, Mich.	250	250
KATE	Albert Lea, Minn.	250	250
KFAM	St. Cloud, Minn.	250	250
WSLI	Jackson, Miss.	250	250
WMBH	Joplin, Mo.	250	250
KRBM	Bozeman, Mont.	250	250
WFPG	Atlantic City, N. J.	250	250
WHDL	Olean, N. Y.	250	250
WKIP	Poughkeepsie, N. Y.	250	250
WGNC	Gastonia, N. C.	250	250
WEED	Rocky Mount, N. C.	250	250
WFMJ	Youngstown, O.	250	250
KGFF	Shawnee, Okla.	250	250
KORE	Eugene, Ore.	250	250
KLBM	La Grande, Ore.	250	250
KBPS	Portland, Ore.	100	100
KXL	Portland, Ore.	250	250
WLEU	Erie, Pa.	250	250
WAZL	Hazleton, Pa.	250	250
WMBS	Uniontown, Pa.	250	250
	(CP 590 kc.)	*1,000	*1,000
WPRP	Ponce, P. R.	250	250
	(CP 1480 kc)	*5,000	*1,000
WAPO	Chattanooga, Tenn.	250	250
	(CP 1120 kc.)	*5,000	*1,000
KRBC	Abilene, Tex.	250	250
KRIC	Beaumont, Tex.	250	250
KDNT	Denton, Tex.	100	100
KRLH	Midland, Tex.	100	100
		*250	*250
KNET	Palestine, Tex.	100	....
KABC	San Antonio, Tex.	250	250
KCMC	Texarkana, Tex.	250	250
WACO	Waco, Tex.	250	250
KEUB	Price, Utah	250	250
WCHV	Charlottesville, Va.	250	250
†WMVA	Martinsville, Va.	250	100
WLPM	Suffolk, Va.	250	250
WPAR	Parkersburg, W. Va.	100	100
		*250	*250
KFIZ	Fond du Lac, Wis.	100	100
KFBC	Cheyenne, Wyo.	250	100

1430 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KINY	Juneau, Alaska	1,000	1,000
KSO	Des Moines, Ia.	5,000	1,000
[2]KGEZ	(CP) Kalispell, Mont.	*1,000	*1,000
KGNF	North Platte, Neb.	1,000	....
WOKO	Albany, N. Y.	1,000	500
WHEC	Rochester, N. Y.	1,000	500
WBNS	Columbus, O.	5,000	1,000
WHP	Harrisburg, Pa.	5,000	1,000
WMPS	Memphis	1,000	500

[2] KGEZ has option on staying on 1310 kc. with 250 watts or going to 1430 kc. with 1,000 watts.

1440 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WMBD	Peoria, Ill.	5,000	1,000
WBIG	Greensboro, N. C.	5,000	1,000
		5,000	*5,000
WCBA	Allentown, Pa.	500	500
WSAN	Allentown, Pa.	500	500
KXYZ	Houston, Tex.	1,000	1,000
KELA	Centralia, Wash.	1,000	1,000
KDFN	Casper, Wyo.	1,000	1,000

1450 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KIEM	Eureka, Cal.	1,000	500
WAGA	Atlanta, Ga.	1,000	500
KTBS	Shreveport, La.	1,000	1,000
WSAR	Fall River, Mass.	1,000	1,000
KCMO	Kansas City, Mo.	5,000	1,000
KGCX	Wolf Point, Mont.	1,000	1,000
WHOM	Jersey City, N. J.	1,000	500
WGAR	Cleveland	5,000	1,000

1460 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WJSV	Washington, D. C.	50,000	50,000
KSTP	St. Paul, Minn.	50,000	50,000

1470 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WMEX	Boston	5,000	5,000
WLAC	Nashville, Tenn.	5,000	5,000
KGA	Spokane	5,000	5,000

1480 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WHIP	Hammond, Ind.	5,000	....
WKBW	Buffalo, N. Y.	5,000	5,000
		*50,000	*50,000
KOMA	Oklahoma City, Okla.	5,000	5,000
WPRP	(CP) Ponce, P. R.	*5,000	*1,000

1490 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
KFBK	Sacramento, Cal.	10,000	10,000
WCKY	Cincinnati, O.	50,000	50,000

1500 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WHBB	Selma, Ala.	100	100
KYCA	Prescott, Ariz.	250	250
KOTN	Pine Bluff, Ark.	250	250
KXO	El Centro, Cal.	100	100
KVOE	Santa Ana, Cal.	250	250
KDB	Santa Barbara, Cal.	250	250
WNLC	New London, Conn.	250	250
WTMC	Ocala, Fla.	100	100
WRDW	Augusta, Ga.	250	250
WMOG	Brunswick, Ga.	250	100
WMJM	Cordele, Ga.	250	100
WKEU	Griffin, Ga.	100	*100
WRGA	Rome, Ga.	250	250
KTOH	Lihue, Hawaii	250	250
†WKRO	Cairo, Ill.	250	250
WDAN	Danville, Ill.	250	250
WTMV	East St. Louis, Ill.	250	250
WGIL	Galesburg, Ill.	250	250
WKBV	Richmond, Ind.	100	100
WKBB	Dubuque, Ia.	250	250
WOMI	Owensboro, Ky.	250	250
KPLC	Lake Charles, La.	250	250
WBOC	Salisbury, Md.	250	250
WJBK	Detroit, Mich.	250	250
†WDBC	Escanaba, Mich.	250	250
WKBZ	Muskegon, Mich.	250	250
KDAL	Duluth, Minn.	250	250
KYSM	Mankato, Minn.	250	250
KDRO	Sedalia, Mo.	250	250
†KONB	Omaha, Nebr.	250	250
KGKY	Scottsbluff, Nebr.	250	250
KAWM	Gallup, N. M.	250	100
KWEW	Hobbs, N. M.	100	100
†WBTA	Batavia, N. Y.	250	250
WNBF	Binghamton, N. Y.	250	250
WCNW	Brooklyn, N. Y.	250	100
WKNY	Kingston, N. Y.	250	250
WOLF	Syracuse, N. Y.	250	250
WWRL	Woodside, N. Y.	250	250
WDNC	Durham, N. C.	250	250
WGTC	Greenville, N. C.	250	250
WSTP	Salisbury, N. C.	250	250
KOVC	Valley City, N. D.	250	250
WMRN	Marion, O.	250	250
KBIX	Muskogee, Okla.	100	100
KBKR	Baker, Ore.	250	250
KRNR	Roseburg, Ore.	250	100
†WERC	Erie, Pa.	250	100
WGAL	Lancaster, Pa.	250	250
WWSW	Pittsburgh, Pa.	250	250
WMRC	Greenville, S. C.	250	250
WOPI	Bristol, Tenn.	250	250
KNOW	Austin, Tex.	250	250
KBST	Big Spring, Tex.	100	100
KNEL	Brady, Tex.	250	100
KGFI	Brownsville, Tex.	250	100
†KEYS	Corpus Christi, Tex.	250	250
KROD	El Paso, Tex.	250	250
	(CP 600 kc.)	*1,000	*500
KSAM	Huntsville, Tex.	250	....
KPAB	Laredo, Tex.	250	250
KPLT	Paris, Tex.	250	250
KGKB	Tyler, Tex.	250	250
KVWC	Vernon, Tex.	250	250
KUTA	Salt Lake City	250	250
	(CP 570 kc.)	*1,000	*1,000
WSYB	Rutland, Vt.	250	250
WSLS	Roanoke, Va.	250	250
KPQ	Wenatchee, Wash.	250	250
WGKV	Charleston, W. Va.	100	100
WIGM	Medford, Wis.	100	100

1530 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
WBRY	Waterbury, Conn.	1,000	1,000
		*5,000	*5,000
WALB	Albany, Ga.	1,000	1,000
KITE	Kansas City, Mo.	1,000	1,000
WAKR	Akron, O.	1,000	1,000

1550 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KPMC	Bakersfield, Cal.	1,000	1,000
WQXR	New York	5,000	5,000

IF your market is in the heart of the motor industry
GET ALL THE FACTS . . . CHECK UP ON
WCAR
1000 Streamlined Watts
PONTIAC, MICHIGAN

NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1940

Total: 76†

**Asterisk denotes station was on the air as of January 1, 1941*

ALABAMA

*WJHO, Opelika—Licensed to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

ARIZONA

*KPHO, Phoenix—Licensed to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 250 watts on 1200 kc.

CALIFORNIA

*KMYC, Marysville—Licensed to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, sercretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

KFMB, San Diego—CP issued to Worcester Broadcasting Corp.; Warren B. Worcester, engineer, president, 75% stockholder; Mrs. Warren B. Worcester, vice-president, .01%; Glenn H. Munklett, attorney, secretary-treasurer, .01%; 24.98% of stock still unissued. Granted Nov. 27; 250 watts on 1420 kc.

CONNECTICUT

WNAB, Bridgeport—CP issued to Harold Thomas, owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass. Granted July 19; 250 watts on 1420 kc.

DISTRICT OF COLUMBIA

*WINX, Washington—Licensed to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

WWDC, Washington—CP issued to Capital Broadcasting Co.; Stanley Horner, local auto dealer and realtor, president, 40% stockholder; Dyke Cullum, Washington representative of National Automobile Dealers Assn., vice-president, 40%; Edwin M. Spence, managing director of the National Independent Broadcasters Assn., secretary-treasurer, 20%. Granted Oct. 29; 250 watts on 1420 kc.

FLORIDA

WPER, De Land—CP issued to the Tropical Broacasting Co.; Carl E. Raymond, dean of the Law College, Stetson U, president, 12½% stockholder; V. M. Fountain, clothing merchant, vice-president, 12¼%; W. H. Acree, local Ford dealer, secretary-treasurer, 12½%; G. M. Peek, architect, 12½%; Charles K. Tribble, physician, 12½%; E. K. Jones, building contractor, 12½%; R. B. Lipcombe, bank cashier, 12¼%; J. Phil Wahle, local retailer, 12%. Granted Nov. 26; 250 watts on 1310 kc.

*WLOF, Orlando—Licensed to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

WKGA, Tampa—CP issued to The Tribune Co.; John Stewart Bryan, publisher of the *News-Leader Co.*, of Richmond, owners of WRNL; director of the *Chicago Times* and Southern R. R., chairman of the board, 44.48% stockholder; S. E. Thomason, publisher of *Chicago Times* and director of *Tampa Tribune*, president and treasurer, 43.232%; J. S. Mims, publisher of the *Tampa Tribune*, vice president and secretary, 1.6%; George O. Webb, Tampa, assistant secretary, .288%. Granted Aug. 27; 1,000 watts night and 5,000 watts day on 940 kc. [Grant made conditional upon Tribune Co. divesting itself of present interest in WFLA, Tampa.]

GEORGIA

WALB, Albany—CP issued to Herald Publishing Co., publisher of the *Albany Herald;* H. T. McIntosh, president. Granted June 25; 1,000 watts on 1530 kc.

*WGAC, Augusta — Licensed to Twin States Bcstg. Co.; F. Frederick Kennedy, lawyer and local tool manufacturer, president, 33⅓% stockholder; Glenn R. Boswell, publisher of *Augusta Herald*, secretary-treasurer, 33⅓%; Millwee Owens, editor of the same newspaper, vice-president, 33⅓%. Granted July 25; 250 watts on 1210 kc.

WMWH, Augusta—CP issued to W. Montgomery Harison, local realtor. Granted Aug. 27; 250 watts on 1420 kc.

*WBLJ, Dalton—Licensed to Dalton Bcstg. Corp.; J. B. Roach, auto accessory dealer, president and director, 59% stockholder; W. V. Williams, retail radio business, secretary-treasurer and director, 25%; J. C. Wink, local theatre chain owner, vice-president and director, 10%; J. T. Bates, local merchant, director, 5%; O. R. Hardin, attorney and mayor of Dalton, 1%. Granted Sept. 17; 250 watts on 1200 kc.

WGGA, Gainesville—CP issued to Gainesville Broadcasters; partnership of Henry Estes, department store owner; Austin Dean, owner of the *Gainesville Eagle* weekly; L. H. Christian, hardware merchant. Granted May 28; 250 watts on 1210 kc.

WLAG, LaGrange—CP issued to the LaGrange Broadcasting Co.; Roy C. Swank, publisher of the *LaGrange News*, president, 33⅓% stockholder; Fuller Callaway Foundation of LaGrange, 33⅓%; Arthur Lucas, theatre owner and part-owner of WRDW, Augusta, Ga., and WMOG, Brunswick, Ga., 16⅔%; William K. Jenkins, partner of Mr. Lucas, 16⅔%. Granted Nov. 14; 250 watts on 1210 kc.

*WBML, Macon — Licensed to Middle Georgia Bcstg. Co.; E. D. Black, cotton oil manufacturer, president, 50 shares; E. M. Lowe, electrical contractor, vice-president, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 50 shares; Mrs. Martha Faulk Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

WRLC, Toccoa—CP issued to R. G. LeTourneau, dirt removing equipment manufacturer. Granted Dec. 17; 250 watts on 1420 kc.

*WGOV, Valdosta—Licensed to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

*WDAK, West Point—Licensed to Valley Bcstg. Co.; partnership of L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay, theatre chain owners. Granted May 16; 250 watts on 1310 kc.

ILLINOIS

WKRO, Cairo—CP issued to Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo. Granted Dec. 17; 250 watts on 1500 kc.

INDIANA

WISH, Indianapolis—CP issued to the Capitol Broadcasting Co; G. Bruce McConnel, sales manager of local tobacco and candy wholesale company, president, 33⅓% stockholder; Edward H. Harris, president of the same company, treasurer, 33⅓%; Alvin R. Jones, local auto dealer, vice-president, 14%; John E. Messick, Lyman S. Ayres, Thomas Mahaffey and Joseph E. Cain, directors, each holding 5%. Granted Nov. 1; 1,000 watts night and 5,000 day on 1280 kc.

WKMO, Kokomo—CP issued to Kokomo Broadcasting Corp.; Charles K. Boyajian, physician, president, .3125% stockholder; Charles Boyajian, of WJBK, Detroit, vice-president, 14.37%; Hugh O. Weir, secretary, 6.25%; A. David Potter, treasurer, 7.81%; and 14 other stockholders, each holding less than 10%. Granted Nov. 20; 250 watts on 1420 kc.

IOWA

KBIZ, Ottumwa—CP issued to J. D. Falvey, radio and newspaper advertising man. Granted Nov. 20; 100 watts on 1210 kc.

KENTUCKY

WHLN, Harlan—CP issued to Blanfox Radio Co. Inc.; Combs Blanford, radio time salesman, president, 46⅔% stockholder; John Francke Fox, radio engineer, secretary-treasurer, 46⅔%; Richard B. Helms, radio engineer, vice-president, 6⅔%. Granted Dec. 4; 250 watts on 1420 kc.

MARYLAND

WITH, Baltimore—CP issued to the Maryland Broadcasting Co.; Mrs. Louise McClure Tinsley, of Baltimore, secretary-treasurer, 97% stockholder; B. Warren Corkran, of Baltimore, 2%; Thomas G. Tinsley Jr., of Baltimore, president, 1%. Granted Oct. 29; 250 watts on 1200 kc.

*WBOC, Salisbury—Licensed to the Peninsula Broadcasting Co.; 3,150 shares of stock owned by 29 persons, including John W. Downey, State bank commissioner, president, 350 shares; William F. Allen, banker and nurseryman, vice-president, 250 shares; John T. Holt, local oil company manager, treasurer, 150 shares; Albert W. Ward, attorney and secretary of State tax commissioner, secretary, 100 shares. Granted April 13; 250 watts on 1500 kc.

MASSACHUSETTS

WHYN, Holyoke—CP issued to the Hampden-Hampshire Corp.; Mrs. Minnie R. Dwight, co-owner of the Holyoke Transcript-Telegram Publishing Co., publisher of the *Holyoke Transcript-Telegram*, treasurer, 99.16% stockholder; William Dwight, co-owner and editor of same newspaper, president, .33%; Arthur Ryan, general manager of same newspaper, assistant treasurer, .33%; Charles M. DeRose, stockholder in H. S. Gere & Sons, publishers of the *Northampton Hampshire Gazette*, .20%. Granted Oct. 15; 250 watts on 1370 kc.

WMAW, Worcester—CP issued to C. T. Sherer Co. Inc.; 100% owned by the R. C. Taylor Trust; Frank F. Butler, trustee, president; W. Robert Ballard, store management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer. Granted Dec. 17; 250 watts on 1200 kc.

MICHIGAN

WDBC, Escanaba—CP issued to the Delta Broadcasting Co.; Gordon H. Brozek, manager of WDMJ, Marquette, Mich., secretary-treasurer, 52.26% stockholder; Frank J. Russell, Jr., editor of the *Marquette Mining Journal*, 29.84%; Leo G. Brott, publisher of the same newspaper, 14.92%; Joe J. Clancy, manager of Wadhams Oil Co., president, 1.49%; George F. Perrin, vice-president, 1.49%. Granted Nov. 14; 250 watts on 1500 kc.

*WLAV, Grand Rapids—Licensed to Leonard A. Versluis, commercial photographer and former part owner of WJIM, Lansing. Granted May 28; 250 watts on 1310 kc.

WGRB, Grand Rapids—CP issued to Grand Rapids Bcstg. Corp.; Boyce K. Muir, drug store chain owner, president, 25% stockholder; Harrison L. Goodspeed, amusement and real estate investments, treasurer, 25%; Albert L. Birdsall, stockholder and plant manager of local brass company, 25%; Siegel W. Judd, lawyer, secretary, 25%. Each of the above having agreed to assign 20% of their respective holdings to Angus D. Pfaff, radio engineer, vice-president. Granted June 4; 250 watts on 1200 kc.

*WTCM, Traverse City—Licensed to Midwestern Bcstg. Co.; Lester Biederman, chief engineer of WTEL, Philadelphia, president, 30% stockholder; Edward S. Biederman, of Detroit, 22½%; Wm. H. Kiker, engineer of WTEL, vice-president, 16¾%; Fred G. Zierle, Philadelphia, 16½%; Drew McClay, operator of WTEL, secretary-treasurer, 15%. Granted Aug. 27; 250 watts on 1370 kc.

MINNESOTA

*WLOL, Minneapolis—Licensed to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

*KWLM, Willmar—Licensed to Lakeland Bcstg. Co.; H. W. Linder, investments, president, 76% stockholder; M. R. Johnson, dairy business, vice-president, 10%; L. F. Johnson, dairy business, treasurer, 10%; V. W. Lindquist, lawyer, secretary, 4%. Granted May 8; 100 watts on 1310 kc.

MISSISSIPPI

*WCBI, Columbus — Licensed to Birney Imes, publisher of the *Columbus Commercial Dispatch*. Granted May 21; 250 watts on 1370 kc.

MONTANA

KRJF, Miles City—CP issued to the Star Printing Co., publishers of the *Miles City Star*; Estate of Joseph Scanlon, deceased, 68.1% stockholder; W. F. Flinn, secretary-treasurer, 15.3%; W. G. Potter, 13.4%; C. J. Zimmerman, vice-president, 3%; Sarah M. Scanlon, president, .02%, all stockholders in *Miles City Star*. Granted Aug. 14; 250 watts on 1310 kc.

NEBRASKA

KONB, Omaha—CP issued to MBS Bcstg. Co.; C. J. Malmsten, cattle rancher, president, 33 1/3% stockholder; John K. Morrison, insurance man and realtor, part owner of KORN, Fremont, vice-president, 28 1/3%; Arthur Baldwin, insurance and real estate man, part owner of KORN, secretary-treasurer, 28 1/3%; Clark Standiford, chief owner and manager of KORN, 5%; Clarence T. Spier, Omaha, 5%. Granted June 25; 250 watts on 1500 kc.

NEVADA

*KENO, Las Vegas—Licensed to Nevada Bcstg. Co.; partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all radio engineers and announcers. Granted June 5; 100 watts night and 250 day on 1370 kc.

NEW HAMPSHIRE

WMUR, Manchester—CP issued to The Radio Voice of New Hampshire, Inc.; Francis P. Murphy, investments and Governor of New Hampshire, president and director 90% stockholder; James J. Powers, physician and member of the Maine-New Hampshire Interstate Bridge Authority, vice-president, 5%; Edward J. Gallagher, vice-chairman of the Democratic State Committee of New Hampshire and publisher of the *Laconia* (N. H.) *Citizen*, 5%. Granted Sept. 17; 5,000 watts night and 1,000 day on 610 kc.

NEW JERSEY

*WFPG, Atlantic City—Licensed to Neptune Bcstg. Corp.; A. Harry Zoog, president, 10 shares; Richard Endicott, manager of Steel Pier, vice-president, 10 shares; Adrian Phillips, hotel owner, vice-president, 10 shares; P. Mortimer Lewis, theatre operator and realtor, vice-president, 10 shares; Ezra Bell, hotel owner, vice-president, 10 shares; Samuel Morris, lawyer, treasurer, 10 shares; Benjamin Chew, radio engineer, secretary, 10 shares; and 13 others, each holding 10 shares. Granted May 24, 1940; 100 watts night and 250 day on 1420 kc.

WPAT, Paterson—CP issued to the North Jersey Bcstg. Co., Inc.; James B. Cosman, tube sales manager for Federal Telegraph Co., president, 49% stockholder; Frank B. Falknor, CBS chief engineer in Chicago, vice-president, 25%; Rex Schepp, CBS Chicago salesman, 25%; Mrs. Ela M. Cosman, secretary-treasurer, 1%. Granted July 17, 1,000 watts on 900 kc.

NEW YORK

WBTA, Batavia—CP issued to the Batavia Broadcasting Corp.; Joseph M. Ryan, oil dealer, secretary, 50% stockholder; Edmund R. Gamble, president, 36%; Edward P. Atwater, banker, vice-president, 14%. Granted Nov. 1; 250 watts on 1500 kc.

WAGE, Syracuse—CP issued to the Sentinel Bcstg. Corp.; Frank C. Revoir, motor dealer, president, 70% stockholder; William T. McCaffrey, banker, vice-president, 10%; Alexis M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinder and printing business, 10%. Granted July 17; 1,000 watts on 620 kc.

WATN, Watertown—CP issued to the Watertown Bcstg. Corp.; G. Harry Righter, wholesale food contractor, president, 140 shares preferred and 1 share common stock; Dean R. Richardson, treasurer, 30 shares preferred and 1 share common stock; Ruth F. Gamage, secretary to G. Harry Righter, secretary, 1 share common stock. Granted July 30; 250 watts on 1210 kc.

WWNY, Watertown—CP issued to the Brockway Co.; Harold B. Johnson, publisher of the *Watertown Daily Times* and local banker, president and treasurer, 40% stockholder; Jessie R. Johnson, housewife, secretary, 9.1%; balance of stock, 51.9%, being held in treasury of company. Granted July 30; 500 watts daytime on 1270 kc.

NORTH CAROLINA

*WCBT, Roanoke Rapids—Licensed to J. Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.

OHIO

*WAKR, Akron—Licensed to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and merchant, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.

WMRN, Marion—CP issued to the Marion Bcstg. Co.; Robert T. Mason, president, 35% stockholder; Frank Mason, NBC vice-president, 32½%; Mrs. Frank Mason, vice-president, 32½%. Granted July 17; 250 watts on 1500 kc.

•WIZE, Springfield — Licensed to Radio Voice of Springfield Inc.; Charles Sawyer, Cincinnati attorney, director, 130 out of 250 shares; Ronald Woodyard, manager of WING, Dayton, director, 70 shares; Abe Gardner, merchant, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares; Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares. Granted June 18; 100 watts on 1310 kc.

•WSTV, Steubenville—Licensed to Valley Bcstg. Co.; Myer Weisenthal, furniture dealer, president, 5% stockholder; Louis Berkman, iron and steel broker, vice-president, 5%; Richard Teitlebaum, ladies wear, secretary-treasurer, 5%. Company has 48 stockholders, mostly local residents, none having as much as 10% of stock. Granted May 28; 250 watts on 1310 kc.

OKLAHOMA

KSWO, Lawton—CP issued to partnership of Williard Carver, head of Carver Chiropractic School, and Byrne Ross, insurance agent. Granted Dec. 4; 250 watts daytime on 1120 kc.

OREGON

KWIL, Albany—CP issued to the Central Willamette Broadcasting Co.; R. R. Cronise, co-publisher of the *Albany Democrat-Herald*, secretary-treasurer, 50%; W. L. Jackson, co-publisher of the same newspaper, 49.23%; Glenn L. Jackson, vice-president, .77%. Granted Nov. 14; 250 watts on 1530 kc.

•KODL, The Dalles—Licensed to Western Radio Corp.; V. B. Kenworthy, former KSLM, Salem, Ore., salesman, president, 50% stockholder; Eva O. Hicks, vice-president, 25%; T. M. Hicks, insurance and real estate loans, secretary-treasurer, 25%. Granted June 4; 100 watts night and 250 day on 1200 kc.

PENNSYLVANIA

WCED, Du Bois—CP issued to Tri-County Bcstg. Co.; 50 shares of stock held each by H. T. Grey, publisher of the *Du Bois Courier* and *Express*, president; Jason S. Gray, editor of same newspaper, secretary; W. B. Ross, manager of same newspaper, vice-president; L. F. Mohney, general manager of same newspaper, treasurer, 50 shares. Granted May 15; 250 watts on 1200 kc.

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

•WKPA, New Kensington — Licensed to Allegheny-Kiski Bcstg. Co.; C. Russell Cooper, president, 14.3% stockholder; Dick M. Reeser, mayor of New Kensington and real estate and insurance man, vice-president, 14.3%; H. Donald Hanky, treasurer, 14.3%; Frank H. Recco, city engineer, secretary, 14.3%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%; J. C. Cooper, local music store owner, 14.2%. Granted June 25; 250 watts daytime on 1120 kc.

•WARM, Scranton—Licensed to Union Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%. Granted Jan. 25; 250 watts on 1370 kc.

RHODE ISLAND

WFCI, Pawtucket—CP issued to the Pawtucket Bcstg. Co.; Howard W. Thornley, chief engineer of WPRO, Providence, president, 50% stockholder; Frank F. Crook, auto dealer, treasurer, 50%. Granted June 26; 1,000 watts on 1390 kc.

SOUTH CAROLINA

•WMRC, Greenville—Licensed to Textile Bcstg. Co.; Robert A. Jolley, head of Nehi Bottling Co. of Greenville, president-treasurer, 51% stockholder; Wayne M. Nelson, broadcaster, vice-president-secretary, 49%. Granted June 25; 250 watts on 1500 kc.

TENNESSEE

•WDEF, Chattanooga — Licensed to Joe W. Engel, local baseball club owner and major league scout. Granted July 6; 250 watts on 1370 kc.

•WKPT, Kingsport—Licensed to Kingsport Broadcasting Co.; partnership of C. P. Edwards, Jr., publisher of *Kingsport Times*, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

WBIR, Knoxville—CP issued to J. W. Birdwell, radio engineer and former partner in WJHL, Johnson City, Tenn. Granted August 14; 250 watts on 1210 kc.

TEXAS

KBWD, Brownwood — CP issued to the Brown County Broadcasting Co.; partnership of J. S. McBeath, publisher of the *Brownwood Bulletin*; Wendell Mayes, identified with Texas publishing interests; Joe N. Weatherby, auto dealer; B. P. Bludworth, outdoor advertising business. Granted Oct. 29; 500 watts on 1350 kc.

KEYS, Corpus Christi—CP issued to the Nueces Broadcasting Co.; partnership of Charles W. Rossi, oil operator, and Earl C. Dunn, identified with local law enforcement agencies. Granted Oct. 29; 250 watts on 1500 kc.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; partnership of Jonas Weiland, owner of WFTC, Kinston, N. C., and William C. Barnes, publisher of the *Martinsville Bulletin*. Granted April 15; 100 watts night and 250 day on 1420 kc.

•WSLS, Roanoke — Licensed to Roanoke Bcstg. Corp.; Junius P. Fishburn, publisher of the *Roanoke Times-World*, licensee of WDBJ, Roanoke, 40% stockholder; Shenandoah Life Insurance Co., 20%; Edward A. and Philip P. Allen, owners of WLVA, Lynchburg, Va., 13⅓% each; Lynchburg Broadcasting, licensee of WLVA, 13⅓%. Granted July 25; 250 watts

WEST VIRGINIA

•WLOG, Logan—Licensed to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100 watts on 1200 kc.

•WAJR, Morgantown—Licensed to West Virginia Radio Corp.; Agnes J. Reeves Greer, secretary-treasurer, 60%; H. C. Greer, steel, limestone and coke business and publisher of the *Morgantown Dominion-News* and *Post*, president, 20%; Jane Greer, vice-president, 20%. Granted June 4; 250 watts on 1200 kc.

•WBRW, Welch—Licensed to McDowell Service Company; J. W. Blakely, insurance man and theatre owner, president, 60 shares; L. E. Rogers, theatre owner, vice-president, 40 shares; J. R. Werness, insurance man, secretary-treasurer, 40 shares; W. H. Rogers, theatre owner, 10 shares. Granted May 15; 250 watts on 1310 kc.

WKWK, Wheeling — CP issued to Community Broadcasting Inc.; Joe L. Smith, owner of WJLS, Beckley, W. Va., president, 98% stockholder; Mary E. Meadows, school teacher, vice-president, 1%; Hulett C. Smith, clothing merchant and insurance man, secretary-treasurer, 1%. Granted Nov. 26; 100 watts on 1370 kc.

WISCONSIN

WIGM, Medford—CP issued to George F. Meyer, public accountant and manager of a local hospital. Granted Nov. 20; 100 watts on 1500 kc.

•WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*. Granted May 8; 100 watts night and 250 day on 1310 kc.

WYOMING

•KFBC, Cheyenne—Licensed to the Frontier Bcstg. Co.; S. H. Patterson, owner of KSAN, San Francisco, president, 325 shares of stock; Stock Growers Bank, executors for the estate of J. H. Schroeder (deceased), 324 shares; Fred Marble, Stock Growers Bank, 1 share; William C. Grover, chief engineer and manager of KSAN, 117 shares; Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and *Wyoming State Tribune & Leader*, 337 shares; Tracy S. McCraken, with the same publications, 1 share; John Arp, hotel owner, 65 shares; United Mine Workers, 129 shares; Virgil Wright, UMW, 1 share. Granted July 11; 500 watts on 1420 kc.

•KYAN, Cheyenne—Licensed to Western Bcstg. Co. of Wyoming; J. Cecil Bott, Wyoming Monument Works, 25%; Mrs. Bott, 25%; Mrs. Matilda Lannen, 50%. Granted June 18; 500 watts on 1370 kc.

KPOW, Powell—CP issued to Albert Joseph Meyer, postal clerk. Granted Dec. 17; 250 watts on 1200 kc.

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† In addition, the FCC during the year authorized new locals in Salisbury, Md. (WMVD) and Las Vegas, Nev. (KFUN) which surrendered their construction permits. It also granted new stations in Riverside, Cal. (Riverside Bcstg. Co.), Schenectady, N. Y. (WGMA) and San Juan, Puerto Rico (WSSJ) but rescinded these grants pending further consideration.

250 Watts • NBC Blue • 1210 Kilocycles

WGAC

AUGUSTA, GEORGIA

A GOOD Market Station Buy

Greenville
SOUTH CAROLINA
Columbia
Atlanta
AUGUSTA
WGAC
Charleston
Savannah
GEORGIA

Announcing

A NEW STATION IN THE OIL-DRILLING HOT SPOT OF AMERICA!

Terre Haute
Sullivan
ILLINOIS
INDIANA
Salem
Flora
VINCENNES
Washington
Princeton
Evansville

WAOV

"The Sun-Commercial Station"

VINCENNES, IND.

It's a Fact—

Southern Illinois-Indiana is a-boom! More oil wells drilling within 100 miles of Vincennes than in the entire states of Oklahoma and California combined! Total wells completed, first 11 months of 1940:

TEXAS 8,992
ILL.-IND. 4,103
OKLAHOMA 1,940
KANSAS 1,823
CALIFORNIA 1,014

Beating the Socks Off of 1929!

County after county is setting and then breaking all-time sales records. Even farm income rides the top of 1929 figures. Tap this gusher of sales with WAOV.

"Plus" the Push of Newspapers!

Forty thousand readers of the Sun-Commercial will know all about your program even before it takes the air!

World Broadcasting System
Associated Press News

WAOV - VINCENNES, IND.

Represented Nationally by
GEO. P. HOLLINGBERY CO.

Radio Highlights and Headlines: 1940

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest 1st and 15th of month of each date given for full details.)

For Chronology of Previous Years, see pages 440-443

Jan. 5—FM Broadcasters Inc. formed under leadership of John Shepard 3d to promote commercialization of frequency modulation transmission.

Jan. 11—Mutual Broadcasting System announces expansion of its network base with reorganization of corporate structure. Aligns 118 stations and enlarges board of directors.

Jan. 16—American Federation of Musicians places broadcast contracts on new basis by abandoning 1937 national settlement plan and agreeing to permit its locals to negotiate individual contracts with stations in their communities. Action averts national strike.

Jan. 29—U. S. Supreme Court gives FCC freer hand in dealing with applications for new stations by eliminating all questions of priority in deciding so-called Pottsville case.

Feb. 1—Gross time sales of broadcasting industry during 1939 reach an all-time record of $171,113,813, an increase of 14% over 1938 [See 1940 BROADCASTING *Yearbook*].

Feb. 8—FCC starts new program "crackdown" era by referring *Pot O' Gold* and other programs to Department of Justice for action under anti-lottery laws. Department later drops cases as unprosecutable.

Feb. 15—Fight between ASCAP and broadcasters waxes hot as Broadcast Music Inc. begins drive to build independent music source with $1,250,000 war chest. Gene Buck, ASCAP president, is arrested in Phoenix as fugitive from justice at request of Montana authorities. Case afterward dropped.

Feb. 16—Bill designed to redefine views of Congress against encroachment upon broadcasting by an "autocratic" FCC introduced by Rep. J. Wm. Ditter (R-Pa.).

Feb. 28—FCC approves limited commercial television as of Sept. 1. Subsequently rescinds action and launches attack on RCA that has reverberations in Congress and in White House.

March 12—Creation of annual public service awards for radio announced by School of Journalism, University of Georgia, through George Foster Peabody Foundation. First awards to be made to small, medium and large stations and networks in 1941 for outstanding public service during 1940.

March 21—ASCAP announces proposed new contract for broadcast stations and networks, boosting estimated royalties from $4,500,000 to $9,000,000.

March 25—Supreme Court gives FCC power to license new broadcast stations without regard for economic injury to existing stations in deciding so-called Sanders case. Holds Commission is given no supervisory control of programs, business management or policy of stations.

March 29—Havana Treaty is ratified finally by Mexico, making its terms fully effective in a year.

April 24—Westinghouse announces formal termination of management contracts held by NBC for KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; WBZA, Springfield, effective July 1.

May 10—Department of Justice institutes new criminal action against ASCAP for purported violation of anti-trust laws, reopening five-year-old case pending in Federal District Court in New York.

May 20—FCC gives FM green light by authorizing full commercial operation beginning Jan. 1, 1941.

May 27—FCC by unanimous vote relegates television back to experimental existence, scrapping rules announced in February which would have permitted "limited commercial operation".

June 7—Lenox R. Lohr resigns as NBC president to become president of Chicago Museum of Science and Industry, after 3½ year tenure. Edgar Kobak, former NBC vice-president and former Lord & Thomas executive, returns to NBC as vice-president in charge of Blue Network.

June 12—FCC Network Monopoly Committee releases sensational report proposing licensing of networks and what industry generally opposed as confiscatory control of contractual relations between networks and affiliates, proposing non-exclusive network contracts and banning of option time arrangements.

June 12—Senate Interstate Commerce Committee begins hearings on nomination of Thad H. Brown for new seven-year term on FCC. With Senator Tobey (R-N.H.) leading onslaught, investigation goes deeply into FCC, RCA, NBC and CBS. Brown nomination finally shelved.

June 18—FCC issues revised rules governing television services, supplementing those originally issued Feb. 28.

June 19—Republican National Committee adopts free radio plank in its 1940 Presidential campaign platform, marking the first time in the history of national political conventions that such action had been adopted.

June 20—John Shepard 3d, president of FM Broadcasters Inc., launches seperate plan for formation of world's first FM network, designed to cover 40 major markets. Exploratory studies authorized.

June 22—FCC issues text of rules governing FM broadcast stations, authorizing commercial operation.

July 10—Democratic National Convention adopts free radio plank, paralleling action of Republican Committee.

July 12—Niles Trammell elevated to presidency of NBC after two years as executive vice-president and after having served as manager and vice-president of central division in Chicago since 1928.

July 23—FCC official analysis of financial data for 1939 shows net time sales for industry of $130,000,000, or 11% more than preceding year.

July 25—U. S. Circuit Court of Appeals upholds right of stations to broadcast phonograph records without payment of license fees.

Aug. 2—Frank E. Mullen named vice-president and general manager of NBC, resigning as vice-president of RCA in charge of advertising and publicity.

Aug. 3—"Broadcasting Day" observed for first time coincident with NAB San Francisco convention with dedication of plaque to "free American radio" at both New York and San Francisco World's Fairs.

Aug. 5—Broadcast Music Inc. established as permanent organization to supply radio's music needs at NAB Convention in San Francisco.

Aug. 29—Color television development by Dr. Peter C. Goldmark announced by CBS.

Aug. 30—Plant investment in broadcast stations for 1939 placed at $64,425,000 by FCC in analysis of year's industry statistics.

Sept. 10—Reallocation of assignments of 777 U. S. stations, in accordance with Havana Treaty, announced by FCC, to become effective March 29, 1941.

Sept. 12—American Federation of Musicians agrees with National Independent Broadcasters to permit independent stations to negotiate on musicians' employment contracts with their union locals, rather than on national basis.

Sept. 12—Average weekly wage of $45.96 for 19,873 fulltime employes in broadcasting disclosed in FCC survey, pegging broadcasting as best paying industry.

Sept. 24—Defense Communications Board created by President Roosevelt to plan relationship of communications in national defense. Board members are James Lawrence Fly, chairman, FCC; Rear Admiral Lee Noyes, Navy; Maj. Gen. Joseph O. Mauborgne, Army; Assistant Secretary of the Treasury Herbert E. Gaston, Coast Guard; Assistant Secretary of State Breckinridge Long.

Oct. 9—Sidney N. Strotz, vice-president in charge of NBC Central Division, Chicago, transferred to New York as vice-president in charge of programs. John F. Royal, former program vice-president, assigned to new activities and developments, and Harry C. Kopf, Chicago sales manager, named Central Division manager.

Oct. 15—BROADCASTING announces plan to begin weekly publication as of Jan. 13, 1941, after more than nine years as semi-monthly trade journal of the broadcasting industry.

Nov. 5—Radio establishes new high in presidential election coverage, turning over practically all of its facilities for reporting results of Roosevelt-Willkie balloting, as well as Congressional and State elections.

Nov. 15—Upwards of $2,250,000 reported spent by major political parties for purchase of radio time during presidential campaign.

Nov. 26—Radio observes its 20th anniversary at birthday party in Washington, attended by 600 broadcasters, government officials and public figures.

Nov. 28—Suggested regulations to apply to network-affiliated station relations released by FCC on eve of final arguments on FCC Committee Network Monopoly Report. NBC, CBS and Independent Radio Network Affiliates oppose proposed regulations as confiscatory, while MBS supported them in principle.

Dec. 6—Threat to break down clear channels seen in split vote action of FCC in KOA-WHDH case.

Dec. 16—Supreme Court in effect upholds right of broadcast stations to perform phonograph records without paying royalties to manufacturers or recording artists, by virtue of refusal to review decision of lower court in RCA-Whiteman test case.

Dec. 17—FCC approves sale of WMCA, New York, by Donald Flamm to Edward J. Noble, industrialist and Life Saver Corp. head for $850,000 cash.

Dec. 23—Formation of Latin-American network of CBS, to begin Sept. 1, 1941 with 39 standard and 25 shortwave stations, announced by William S. Paley, CBS president, upon return from a seven-week air tour of Latin America.

Dec. 26—Attorney General Jackson announces new criminal anti-trust litigation against ASCAP, BMI, NBC and CBS, growing out of music controversy.

STILL ANOTHER BIG REASON WHY WNEW DELIVERS MOST FOR YOUR MONEY IN N.Y.C.

RADIO SCREEN MUSIC STAGE

VARIETY

NEW YORK CITY

ADVANCING ART OF RADIO

'Showmanagement' Awards Mark Of Distinguished Local Operation

PLAQUES GO TO 1940 LEADERS

Special Recognition Via Plaques To 'The Exceptional' Wherever Noted

VARIETY BEGAN ITS SURVEYS DURING 1933

FAR-SEEING PERSONS DOMINATE THE AWARDS

1940 Award for Showmanagement to WNEW New York

FIRST IN THE U. S. A. IN SHOWMANAGEMENT

(Independent Stations)

—VARIETY

"Here is a station . . . which has evolved a formula for entertainment on a consistent level that has driven a wedge of appeal deep through the New York area . . .

"Having been smart enough to evolve a formula, WNEW has been smart enough to ballyhoo it to the trade and public."

There it is—not in our words but in Variety's! SHOWMANSHIP (Martin Block's "Make Believe Ballroom," Stan Shaw's "Milkman's Matinee" etc.) plus BALLYHOO (The only New York station ever to take full-page newspaper ads). No wonder WNEW delivers twice the audience of any other New York independent station* at one-third the cost of any New York network station! No wonder you get more for your money in the greatest market in the world—when you use WNEW!

**According to independent surveys—sent on request.*

Special Bulletin

WNEW GETS BIG INCREASE IN NIGHT-TIME POWER

Goes to 5000 Watts On or about Jan. 1, 1941

And at the same time our new directional antenna goes into operation—sending your advertising message into New York homes with ever-increasing strength.

WNEW NEW YORK

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY

5000 WATTS BY DAY • 1250 KILOCYCLES • 1000 WATTS BY NIGHT

Nationally Represented by John Blair & Company

GROUP OWNERSHIP AND HOLDINGS IN U. S. BROADCAST STATIONS

(Control unless otherwise indicated by percentage or by symbol (m) for minority)

Edward A. Allen and Philip P. Allen—WLVA, Lynchburg, Va.; WBTM, Danville, Va. (m); WSLS, Roanoke, Va. (m).

Earle C. Anthony—KFI and KECA, Los Angeles.

Ralph L., Ralph Louis and H. Leslie Atlass—WIND, Gary, Ind.; WJJD, Chicago.

Tom H. Barton—KARK, Little Rock, Ark.; KELD, El Dorado, Ark.

A. H. Belo Corp.-Dallas News—WFAA, Dallas; KGKO, Fort Worth (50%).

Edgar L. Bill—WMBD, Peoria, Ill. (49%); WDZ, Tuscola, Ill. (m).

Clara M. Bixby—KGBX and KWTO, Springfield, Mo. (m); KBIX, Muskogee, Okla.

H. J. Brennen—WJAS and KQV, Pittsburgh; WHJB, Greensburg, Pa.

Walter C. Bridges—WEBC, Duluth (m); WMFG, Hibbing, Minn. (m); WHLB, Virginia, Minn. (m); WEAU, Eau Claire, Wis. (m).

Ralph R., Mott Q. and Sherwood B. Brunton—KJBS, San Francisco; KQW, San Jose, Cal.

Brush-Moore Newspapers—WHBC, Canton, O.; WPAY, Portsmouth, O. (50%).

Buffalo Broadcasting Corp. — WGR and WKBW, Buffalo, N. Y.

Buffalo Evening News—WBEN and WEBR, Buffalo.

Arde Bulova — WOV and WNEW, New York; WCOP, Boston; WPEN, Philadelphia; WNBC, New Britain, Conn. (m); WELI, New Haven, Conn. (m).

D. R. Burt—WSAU, Wausau, Wis. (m); WMAM, Marinette, Wis. (m).

Burridge D. Butler—WLS, Chicago; KOY, Phoenix, Ariz.; KTUC, Tucson (m).

Reed E. Callister—KMTR, Los Angeles; KIEV, Glendale, Cal. (m).

S. H. Campbell, Jr.—WSPB, Sarasota, Fla. (m); WJHL, Johnson City, Tenn. (m).

Capper Publications — WIBW, Topeka, Kan.; KCKN, Kansas City, Kan.

Frank Carman—KUTA, Salt Lake City (m); KEUB, Price, Utah (m).

Amon G. Carter-Fort Worth Star Telegram—WBAP, Fort Worth, Tex.; KGKO, Fort Worth (50%).

C. M. Chafey-R. A. Gaul-H. O. Landis—WEEU and WRAW, Reading, Pa. (33 1/3% each).

M. F. Chapin—WSAU, Wausau, Wis. (m); WMAM, Marinette, Wis. (m).

A. L. Chilton—KLRA and KGHI, Little Rock, Ark.

Arthur B. Church—KMBC, Kansas City; KITE, Kansas City (m).

Church of Jesus Christ of Latter Day Saints (Mormon)—KSL, Salt Lake City (m); KGMB, Honolulu (m); KHBC, Hilo, Hawaii (m).

Cleveland Plain Dealer—WHK, Cleveland; WCLE, Cleveland; WHKC, Columbus; WKBN, Youngstown (m).

Columbia Broadcasting System — Owns: WABC, New York; WJSV, Washington; WBBM, Chicago; WBT, Charlotte, N. C.; WCCO, Minneapolis; KMOX, St. Louis; KNX, Hollywood. Leases from Edison Electric Illuminating Co.: WEEI, Boston. Isaac D. and Dr. Leon Levy, directors of CBS, are also chief owners of WCAU, Philadelphia, in which William S. Paley, CBS president, Samuel Paley and Jacob Paley, also CBS directors, are minority stockholders.

Consolidated Amusement Co., Ltd.—KGMB, Honolulu; KHBC, Hilo, Hawaii.

James M. Cox and James M. Cox, Jr.—WSB, Atlanta; WIOD, Miami, Fla., WHIO, Dayton, O.

Lester E. Cox—KWTO and KGBX, Springfield, Mo. (m); KCMO, Kansas City (m).

Cowles-Des Moines Register & Tribune—KSO and KRNT, Des Moines; WMT, Cedar Rapids, Ia.; WNAX, Yankton, S. D.

E. B. Craney — KGIR, Butte (49½%); KXL, Portland, Ore. (50%); KFPA, Helena, Mont. (m); KFPY, Spokane, Wash. (m); KRBM, Bozeman, Mont. (m).

Crosley Radio Corp.—WLW and WSAI, Cincinnati.

Curtis Radiocasting Corp. — WGBF and WEOA, Evansville, Ind.; WBOW, Terre Haute, Ind.

Harry Dahl — WKBH, LaCrosse, Wis.; WIBA, Madison, Wis. (m).

R. M. Dean—KPLC, Lake Charles, La. (m); KRMD, Shreveport, La. (m); KRRV, Sherman, Tex. (m).

Wesley I. Dumm—KSFO, San Francisco; KROW, Oakland, Cal. (m).

Gene T. Dyer—WSBC, Chicago; WGES, Chicago (m); WCBD, Chicago (m); WEMP, Milwaukee (m).

John D. Ewing—KWKH and KTBS, Shreveport, La.

P. K. Ewing—WGRM, Greenwood, Miss.; WGCM, Gulfport, Miss.

Birt F. Fisher—KOMO and KJR, Seattle, Wash. (33 1/3%).

O. D. Fisher—KOMO and KJR, Seattle, Wash.

E. S. Fentress—WACO, Waco, Tex. (50%); KNOW, Austin, Tex. (50%).

Junius P. Fishburn — WDBJ, Roanoke; WSLS, Roanoke (m).

Leo Fitzpatrick — WJR, Detroit (m); WGAR, Cleveland (m); KMPC, Beverly Hills, Cal. (m).

Gannett Newspapers — WTHT, Hartford, Conn.; WENY, Elmira, N. Y.; WHEC, Rochester; WHDL, Olean, N. Y.; WDAN, Danville, Ill.; WOKO and WABY, Albany, N. Y. (m).

General Electric Co.—WGY, Schenectady, N. Y.; KOA, Denver; KGO, San Francisco.

Patrick J. Goode — WELI, New Haven, Conn.; WNBC, New Britain, Conn. (m).

J. T. Griffin—KTUL, Tulsa; KOMA, Oklahoma City.

Harold F. Gross—WJIM, Lansing, Mich.; WHAL, Saginaw, Mich. (50%).

M. Bernard Hanks-Houston Harte—KRBC, Abilene, Tex.; KBST, Big Spring, Tex.; KPLT, Paris, Tex.; KGKL, San Angelo, Tex.; KRIS, Corpus Christi, Tex. (m).

Paul F. Harron-Joseph Lang—WHOM, Jersey City; WIBG, Glenside, Pa.

Carl E. Haymond—KMO, Tacoma; KIT, Yakima, Wash.

Hearst Radio, Inc. — WINS, New York; WCAE, Pittsburgh; WBAL, Baltimore; WISN, Milwaukee; KYA, San Francisco.

A. R. Hebenstreit — KGGM, Albuquerque, N. M.; KVSF, Santa Fe, N. M.

Joseph Henkin—KSOO and KELO, Sioux Falls, S. D.

Oscar C. Hirsch—KFVS, Cape Girardeau, Mo.; WKRO, Cairo, Ill.

Honolulu Broadcasting Co.—KGMB, Honolulu; KHBC, Hilo.

B. H. Hopson — WJBY, Gadsden, Ala.; WHBB, Selma, Ala.

Gene Howe-O. L. Taylor-T. E. Snowden—KGNC, Amarillo; KFYO, Lubbock, Tex.; KRGV, Weslaco, Tex.; KTSA, San Antonio.

Barney Hubbs - Jack Hawkins — KLAH, Carlsbad, N. M.; KIUN, Pecos, Tex.

William K. Jenkins—WDRW, Augusta, Ga. (m); WMOG, Brunswick, Ga. (m); WLAG, La Grange, Ga. (m).

William L. Johnson-N. C. Ruddell—WJMS, Ironwood, Mich.; WATW, Ashland, Wis.

M. Tilford Jones—KXYZ, Houston; KRIS, Corpus Christi, Tex. (50%).

Rogan Jones—KVOS, Bellingham, Wash.; KPQ, Wenatchee, Wash.

John A. Kennedy—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.; WSAZ, Huntington, W. Va. (m).

King-Trendle Broadcasting Co. — WXYZ, Detroit; WOOD - WASH, Grand Rapids, Mich.

Pierce E. Lackey—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.

Harold A. Lafount—WCOP, Boston (m); WORL, Boston (m); WELI, New Haven, Conn. (m); WNBC, New Britain, Conn. (m).

T. B. Lanford—KRMD, Shreveport (m); KPLC, Lake Charles, La. (m); KRRV, Sherman, Tex. (m).

Thomas S. Lee (Don Lee Broadcasting System)—KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego; KDB, Santa Barbara, Cal.

Lee Newspaper Syndicate (Adler)—KGLO, Mason City, Ia.; KOIL, Omaha; KFAB, Lincoln, Neb.; KFOR, Lincoln, Neb.; WIBA, Madison, Wis. (m); WKBH, LaCrosse, Wis. (m). All these holdings through newspapers controlled by Lee Syndicate.

R G. Le Tourneau—WRLC, Toccoa, Ga.; WHEB, Portsmouth, N. H. (m).

Leon & Isaac D. Levy—Each owns 32.06% of WCAU, Philadelphia, in addition to stockholdings in CBS.

Liberty Life Insurance Co.—WIS, Columbia, S. C.; WCSC, Charleston, S. C.

Little Rock (Ark.) Gazette—KLRA and KGHI, Little Rock (m).

Horace H. Lohnes—WDZ, Tuscola, Ill. (m); WSNJ, Bridgeton, N. J. (m); WMSD, Muscle Shoals, Ala. (m).

Louis F. Long—KGLU, Safford, Ariz. (m); KTUC, Tucson, Ariz. (m).

Lawrence W. Lowman—WDRC, Hartford (m); WHP, Harrisburg, Pa. (m); also owns CBS stock.

Arthur Lucas—WRDW, Augusta, Ga. (m); WSAV, Savannah, Ga. (m); WMOG, Brunswick, Ga. (m); WLAG, La Grange, Ga. (m).

Marquette (Mich.) Mining Journal—WDMJ, Marquette; New. Escamba, Mich. (m).

K. G. Marshall-Glenn Marshall—WBRC, Birmingham, Ala.; WMBR, Jacksonville, Fla. (m); WFOY, St. Augustine, Fla. (m).

Mason-Dixon Group (J. F. and J. H. Steinman)—WKBO, Harrisburg, Pa.; WEST, Easton, Pa.; WAZL, Hazleton, Pa.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WDEL and WILM, Wilmington, Del.

McClatchy Newspapers of California—KFBK, Sacramento; KWG, Stockton; KMJ, Fresno; KERN, Bakersfield; KOH, Reno, Nev.

R. B. McNab—KRBM, Bozeman, Mont. (50%); KRMC, Jamestown, N. D. (m).

Merced (Cal.) Sun-Star (McClung)—KYOS, Merced; KHSL, Chico, Cal. (50%); KVCV, Redding, Cal. (50%); KWLK, Longview, Wash.; KMYC, Marysville, Cal. (m).

Albert S. Moffat—WMAS, Springfield, Mass.; WLLH, Lowell, Mass.

Morgan Murphy—WEBC, Duluth; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; KVOL, Lafayette, La. (all m, except that *Lafayette Advertiser*, of which Mr. Murphy is chief owner, owns 50% of KVOL).

C. W. Myers-C. R. Hunt—KOIN and KALE, Portland, Ore.

National Broadcasting Co.—Owns WEAF, New York; WJZ, New York; WMAQ, Chicago; WENR, Chicago; KPO, San Francisco; WRC, Washington; WTAM, Cleveland. Leases from General Electric Co.: KOA, Denver; KGO, San Francisco. Leases from Washington Star: WMAL, Washington.

James A. Noe—WNOE, New Orleans; KOTN, Pine Bluff, Ark. (50%).

Norfolk Newspapers (Norfolk Virginian-Pilot and Ledger-Dispatch)—WTAR, Norfolk; WPID, Petersburg, Va.; WRNL, Richmond (m).

Ed Norton-Thad Holt—WMBR, Jacksonville, Fla.; WAPI, Birmingham (leased).

John Merino—KGLU, Safford, Ariz. (m); KTUC, Tucson, Ariz. (m).

J. Lindsey & Gilmore Nunn—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.

Oklahoma Publishing Co. (E. K. Gaylord, Edgar T. Bell, et al.)—WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs, Col.

William S. Paley—Owns 11.06% of stock in WCAU, Philadelphia, in addition to stockholdings in CBS.

B. J. & D. D. Palmer—WHO, Des Moines; WOC, Davenport, Ia.

S. H. Patterson—KSAN, San Francisco; KFBC, Cheyenne, Wyo. (m).

Harley D. Peet—WBCM, Bay City, Mich.; WSAM, Saginaw, Mich. (m).

John H. Perry—WCOA, Pensacola, Fla.; WJHP, Jacksonville, Fla.; WTMC, Ocala, Fla.; WDLP, Panama City, Fla.

C. G. Phillips-Frank L. Hill—KIDO, Boise, Ida.; KORE, Eugene, Ore. (50% each in each).

Phoenix Republic & Gazette—KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma (m).

Sam Pickard—WGST, Atlanta (leased); WDRC, Hartford (m); KITE, Kansas City (m); WHP, Harrisburg, Pa. (m); WHEC, Rochester (m).

Pillar of Fire (Alma White, Bishop)—WAWZ, Zarephath, N. J.; KPOF, Denver.

Portland Oregonian—KGW and KEX, Portland.

Eugene C. Pulliam—WIRE, Indianapolis; WAOV, Vincennes, Ind.

Red Wood Broadcasting Co.—KIEM, Eureka, Cal., owned 50.3% by William B. Smullin; 20% by *Humbolt Times;* 20.8% by *Humboldt Standard;* in addition, Red Wood Broadcasting Co. owns 50% of KUIN, Grant's Pass, Ore., with Mr. Smullin and publishers of Eureka newspapers as directors.

George A. Richards—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal. (Stock in WJR and WGAR publicly held.)

S. W. Richardson—WACO, Waco, Tex. (m); KNOW, Austin, Tex. (m); KABC, San Antonio (m).

Henry Rines Estate—WCHS, Portland, Me.; WFEA, Manchester, N. H.; WRDO, Augusta, Me.

E. D. Rivers—WGOV, Valdosta, Ga.; WMJM, Cordele, Ga. (option on stock).

Elzey Roberts-St. Louis Star-Times—KXOK, St. Louis; KFRU, Columbia, Mo.

Glenn D. Roberts—WEMP, Milwaukee; WIBA, Madison, Wis. (m); WSAU, Wausau, Wis. (m).

Dorrance D. Roderick—KROD, El Paso, Tex.; KTSA, San Antonio (m).

Elliott Roosevelt—KFJZ, Fort Worth; KTSA, San Antonio (m); KABC, San Antonio (m).

M. F. & Ruth Rubin—WHK-WCLE, Cleveland (m); WHKC, Columbus (m); WMAN, Mansfield, O. (m).

St. Norbert College—WTAQ, Green Bay, Wis.; WHBY, Appleton, Wis.

Sheldon F. Sackett — KOOS, Marshfield, Ore.; KVAN, Vancouver, Wash. (50%).

Charles Sawyer—WING, Dayton; WIZE, Springfield, O.; WLW-WSAI, Cincinnati (m).

Scripps-Howard Newspapers—WCPO, Cincinnati; WMC and WMPS, Memphis; WNOX, Knoxville.

Don Searle-Herb Hollister—KANS, Wichita, Kan.; KMMJ, Grand Island, Neb.

Louis M. Sepaugh—KPLC, Lake Charles, La. (m); WSLI, Jackson, Miss. (m); KVOL, Lafayette, La. (m); KRRV, Sherman, Tex. (m).

Thomas E. Sharp—KFSD, San Diego; KXO, El Centro, Cal.

John Shepard 3rd-The Yankee Network (Winder Street Corp.)—WNAC, and WAAB, Boston; WEAN, Providence; WICC, Bridgeport, Conn.

Edmund C. Shields — WHAL, Saginaw, Mich. (50%); WJIM, Lansing (m).

The Sidles Co.-Central States Broadcasting Co.—KOIL, Omaha; KFAB and KFOR, Lincoln, Neb.

David G. Smith—KEUB, Price, Utah (m); KUTA, Salt Lake City (m).

Joe L. Smith—WJLS, Beckley, W. Va.; WKWK, Wheeling, W. Va.

Harold E. Smith—WABY and WOKO, Albany, N. Y. (m).

Glenn Snyder—KOY, Phoenix (m); KTUC, Tucson, Ariz. (m).

O. P. Soule—KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.

South Bend Tribune—WSBT and WFAM, South Bend, Ind.

Speidel Newspapers — WGNY, Newburgh, N. Y. (*Poughkeepsie Courier*); KDON, Monterey, Cal. (49.5% owned by *Salinas Index-Journal* and *Post*).

George B. Storer-John H. Ryan—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WHIZ, Zanesville, O.; WAGA, Atlanta; KIRO, Seattle (m).

H. E. Studebaker — KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.

T. W. Symons Jr.—KFPY, Spokane; KGIR, Butte (49½%); KXL, Portland, Ore.

Archie Taft—KOL, Seattle (m); KRKO, Everett, Wash. (m).

Harold Thomas—WATR, Waterbury, Conn.; WNAB, Bridgeport, Conn.; WBRK, Pittsfield, Mass.

Horace E. Thomas—KMYC, Marysville, Cal. (50%); KHSL, Chico, Cal. (m); KVCV, Redding, Cal. (m).

W. E. Walker—WMAM, Marinette, Wis. (50%); WSAU, Wausau, Wis. (m).

Louis Wasmer—KHQ and KYA, Spokane; KOL, Seattle (m).

Jonas Weiland—WFTC, Kinston, N. C.; WGBR, Goldsboro, N. C. (m); WMVA, Martinsville, Va. (50%).

Westinghouse Electric & Mfg. Co.—WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind.

W. E. Whitmore—KGFL, Roswell, N. M.; KWEW, Hobbs, N. M.

Harry C. Wilder—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y.; KEEN, Keene, N. H.

J. W. Woodruff—WATL, Atlanta; WRBL, Columbus, Ga.; WGPC, Albany, Ga.

Hoyt B. Wooten — WREC, Memphis; WHBQ, Memphis (m).

Philip K. Wrigley—WJJD, Chicago (m); WIND, Gary, Ind. (m).

COMMITTEES OF CONGRESS DEALING WITH RADIO LEGISLATION

[As of January 22, 1941]

SENATE INTERSTATE COMMERCE COMMITTEE*

Committee Clerk: Bailey Stortz

DEMOCRATS—Burton K. Wheeler, Montana, chairman; Ellison D. Smith, South Carolina; Robert F. Wagner, New York; Alben W. Barkley, Kentucky; Homer T Bone, Washington; Harry S. Truman, Missouri; C. O. Andrews, Florida; Edwin C. Johnson, Colorado; Harry H. Schwartz, Wyoming; Lister Hill, Alabama; Tom Stewart, Tennessee; D. Worth Clark, Idaho; James M. Tunnell, Delaware; Ernest W. McFarland, Arizona.

REPUBLICANS—Wallace H. White Jr., Maine; Warren R. Austin, Vermont; Henrik Shipstead, Minnesota; Charles W. Tobey, New Hampshire; Clyde M. Reed, Kansas; Chandler Gurney, South Dakota; C. Wayland Brooks, Illinois.

**In which all radio legislation originates.*

SENATE COMMERCE COMMITTEE*

Committee Clerk: A. Hand James

DEMOCRATS—Josiah W. Bailey, North Carolina, chairman; Morris Sheppard, Texas; Hattie W. Carraway, Arkansas; Bennett Champ Clark, Missouri; John H. Overton, Louisiana; Theodore G. Bilbo, Mississippi; Francis T. Maloney, Connecticut; George L. Radcliffe, Maryland; Claude Pepper, Florida; Josh Lee, Oklahoma; Lister Hill, Alabama; James M. Mead, New York; Prentiss W. Brown, Michigan; Mon C. Wallgren, Washington.

REPUBLICANS — Charles L. McNary, Oregon; Hiram W. Johnson, California; Arthur H. Vandenberg, Michigan; W. Warren Barbour, New Jersey; Ralph O. Brewster, Maine; Harold H. Burton, Ohio.

**Regulation of sale and advertising of food, drugs, cosmetics and other articles in interstate commerce.*

SENATE PATENTS COMMITTEE*

Committee Clerk: R. A. Seelig

DEMOCRATS — Homer T. Bone, Washington, chairman; Ellison D. Smith, South Carolina; Claude Pepper, Florida; D. Worth Clark, Idaho; Scott W. Lucas, Illinois.

REPUBLICANS — Wallace H. White Jr., Maine; John A. Danaher, Connecticut.

**In which copyright legislation originates.*

HOUSE INTERSTATE AND FOREIGN COMMERCE COMMITTEE*

Committee Clerk: Elton J. Layton

DEMOCRATS — Clarence F. Lea, California, chairman; Robert Crosser, Ohio; Alfred L. Bulwinkle, North Carolina; Virgil Chapman, Kentucky; William P. Cole Jr., Maryland; Edward A. Kelly, Illinois; Herron Pearson, Tennessee; Lyle H. Boren, Oklahoma; Martin J. Kennedy, New York; Charles L. South, Texas; James P. McGranery, Pennsylvania; Donald L. O'Toole, New York; Luther Patrick, Alabama; Rudolph G. Tenerowicz, Michigan; Jared Y. Sanders Jr., Louisiana.

REPUBLICANS—Charles A. Wolverton, New Jersey; Pehr G. Holmes, Massachusetts; B. Carroll Reece, Tennessee; James W. Wadsworth, New York; Charles A. Halleck, Indiana; Oscar Youngdahl, Minnesota; Carl Hinshaw, California: Clarence J. Brown, Ohio. (Two vacancies.)

**In which all radio legislation originates, and which also handles regulation of sale and advertising of products in interstate commerce.*

HOUSE PATENTS COMMITTEE*

Committee Clerk: Emil Lang

DEMOCRATS — Charles Kramer, California, chairman; Fritz G. Lanham, Texas; Frank W. Boykin, Alabama; Lawrence J. Connery, Massachusetts; Charles A. Buckley, New York; John M. Coffee, Washington; Francis J. Myers, Pennsylvania: Thomas D'Alesandro Jr., Maryland; M. Michael Edelstein, New York; Joe B. Bates, Kentucky; Walter W. Bankhead, Alabama; Vance Plauché, Louisiana; John E. Fogarty, Rhode Island; Oren Harris, Arkansas.

REPUBLICANS — Fred A. Hartley Jr., New Jersey; Leslie C. Arends, Illinois; Charles A. Wolverton, New Jersey; Bartel J. Jonkman, Michigan. (Three vacancies.)

**In which copyright legislation originates.*

U. S. CAPITOL

Senate Office Bldg. } *Telephones*
House Office Bldg. } *National 3120*

Broadcast Station Deletions
And Consolidations Ordered by FCC: 1934-40

1934

WJEM, Tupelo, Miss.—Licensee (Britt A. Rogers Jr.) failed to renew construction permit. Deleted Oct. 2.

WKFI, Greenville, Miss.—Licensee (J. Pat Scully) failed to apply for renewal of license. Deleted Oct. 3.

1935

WLIT, Philadelphia, Pa.—Licensee (WFIL Broadcasting Co.) consolidated facilities with WFIL, Philadelphia, effective Feb. 12.

WNBO, Silver Haven, Pa.—Licensee (John Brownlee Spriggs) voluntarily surrendered license March 15.

WWPA, Clarion, Pa.—Licensee's (Clarion Broadcasting Co. Inc.) construction permit expired. Deleted April 15.

KWFV, Hilo, T. H.—Licensee's (Hilo Broadcasting Co.) construction permit expired. Deleted April 16.

KGIX, Las Vegas, Nev.—Licensee's (J. M. Heaton) construction permit expired. Deleted May 14.

WAMC, Anniston, Ala.—Licensee's (Raymond C. Hammett) construction permit expired. Deleted May 14.

WDAG, Amarillo, Tex.—Licensee (Plains Radio Broadcasting Co.) consolidated facilities with KGNC, Amarillo, effective June 4.

WRBX, Roanoke, Va.—Licensee (Richmond Development Corp.) voluntarily relinquished hours of operation to WHIS, Bluefield, W. Va. Deleted Sept. 23.

WBHS, Huntsville, Ala.—Application for renewal of license of licensee (Virgil V. Evans) dismissed with prejudice Nov. 19.

KPJM, Prescott, Ariz.—Application of licensee (M. B. Scott and Edward C. Sturm) for renewal of license denied. Deleted Nov. 19.

1936

WOS, Jefferson City, Mo.—Licensee (Missouri State Highway Patrol) voluntarily relinquished facilities to KFRU, Columbia, Mo., effective March 27.

WCAC, Storrs, Conn.—Licensee (Connecticut State College) voluntarily surrendered facilities effective April 30.

KGBZ, York, Neb.—Renewal application of licensee (KGBZ Broadcasting Co.) denied. Deleted July 28.

KWEA, Shreveport, La.—Renewal application of licensee (International Broadcasting Corp.) denied. Deleted Aug. 1.

WEHS, Cicero, Ill.—Licensee (WEHS Inc.) voluntarily relinquished facilities to WHFC, Cicero, effective Nov. 10.

WKBI, Cicero, Ill.—Licensee (WKBI Inc.) voluntarily relinquished facilities to WHFC, Cicero, effective Nov. 10.

1937

KELW, Burbank, Cal.—Licensee (Evening Herald Publishing Co.) voluntarily relinquished facilities to KEHE, Los Angeles, effective Jan. 15.

KFJR, Portland, Ore.—Licensee (KALE Inc.) voluntarily relinquished facilities to KALE, Portland, effective Feb. 2.

KFPM, Greenville, Tex.—Licensee (New Furniture Co.) voluntarily surrendered license April 2, 1935. Application of Voice of Greenville for renewal and reinstatement dismissed March 2.

WNRI, Newport, R. I.—Licensee (S. George Webb) denied modification of construction permit. Deleted Aug. 19, and facilities given to WTHT, Hartford, Conn.

WJBR, Gastonia, N. C.—Licensee (J. B. Roberts) denied modification of construction permit. Deleted Oct. 28.

1938

WRAX Philadelphia, Pa.—Licensee (WRAX Broadcasting Co.) surrendered hours of operation to WPEN, Philadelphia, effective May 11.

KGDY, Huron, S. D.—Licensee (Voice of South Dakota) denied renewal of license. Deleted June 24.

WMBQ, Brooklyn, N. Y.—Licensee (Metropolitan Broadcasting Corp.) denied renewal of license. Deleted June 24, facilities given to WWRL, Woodside, N. Y.

WLMU, Middleboro, Ky.—Licensee (Lincoln Memorial University) voluntarily surrendered construction permit July 6.

WFAB, New York City—Licensee (Dobs Memorial Radio Fund) surrendered hours of operation to WEVD, New York. Deleted Nov. 7.

WHEF, Kosciusko, Miss.—Licensee (Attala Broadcasting Corp.) denied renewal of license in default. Deleted Nov. 7.

WHAL, Saginaw, Mich.—Licensee's (Harold F. Gross and Edmund C. Shields) grant of Feb. 9, 1937, ordered vacated in accordance with mandate of court of appeals. Deleted Nov. 28.

1939

KDNC, Lewiston, Mont.—Licensee's (Democrat-News Co.) construction permit expired. Deleted Jan. 24.

KGCI, Coeur d'Alene, Ida.—Licensee (Clarence A. Berger and Saul S. Freeman) denied modification of construction permit as in default. Deleted Feb. 20.

KGVL, Greenville, Tex.—Licensee's (Hunt Broadcasting Assn.) application for modification of construction permit dismissed as licensee association dissolved. Deleted April 23.

WRKL, Rock Hill, S. C.—Licensee (P. W. Spencer) requested construction permit to be cancelled, effective April 24.

KECA, Los Angeles—Licensee (Earl C. Anthony, Inc.) consolidated facilities with KEHE, Los Angeles, effective July 31.

KFJZ, Fort Worth, Tex.—Licensee (Fort Worth Broadcasters, Inc.) voluntarily surrendered license. Deleted Sept. 6.

KWTN, Watertown, S. D.—Licensee's (Greater Kampeska Radio Corp.) application for renewal of license denied. Deleted Nov. 6.

1940

WBIL, New York City—Licensee (Arde Bulova) surrendered license. Deleted Jan. 3.

WPG, Atlantic City, N. J.—Licensee (City of Atlantic City) surrendered license. Deleted Jan. 3.

WOV, New York City—Licensee (International Broadcasting Corp.) surrendered license. Deleted Jan. 3, but takes over facilities of WBIL and WPG and continues operating as WOV.

KUMA, Yuma, Ariz.—License of licensee (Albert H. Scherman) revoked, effective Feb. 1.

WSAL, Salisbury, Md.—License of licensee (Frank M. Stearns) revoked, effective March 31.

WMVD, Salisbury, Md.—Licensee (Delmarva Broadcast Co.) voluntarily surrendered construction permit. Deleted May 21.

KWBD, Plainview, Tex.—Construction permit of licensee (W. B. Dennis) cancelled. Deleted May 28.

KPRO, Riverside, Cal.—Construction permit rescinded July 26.

WRTD, Richmond, Va.—Licensee (*Richmond Times-Dispatch*) consolidated facilities with WRNL, effective Sept. 1.

WGMA, Schenectady, N. Y.—Construction permit rescinded, effective Oct. 2.

WSSJ, San Juan, P. R.—Construction permit rescinded, effective Oct. 22.

KCCA, Decorah, Ia.—License of Charles Walter Greenley not renewed and facility assigned to KGLO, Mason City, Ia. Effective Nov. 4.

KFUN, Las Vegas, Nev.—Construction permit voluntarily surrendered Dec. 31.

Directory of
BROADCASTING STATION REPRESENTATIVES

With Lists of Stations Represented

** Indicates company is engaged in newspaper representation and also represents stations*

Note—Lists of stations supplied by each firm; all reported represented on exclusive basis unless otherwise indicated.

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Chicago—360 No. Michigan Blvd. Tel.: State 9572. Mgr.: John Hatfield.

Represents

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WHBQ, Memphis, Tenn.
WGNC, Gastonia, N. C.
WTAL, Tallahassee, Fla.
KVNU, Logan, Utah
KFOX, Long Beach, Cal.
KFJB, Marshalltown, Ia.
WMBO, Auburn, N. Y.
WJIM, Lansing, Mich.

North Central Broadcasting System

ASSOCIATED RADIO MARKETS

Minneapolis—Northwestern Bank Bldg. Tel.: Atlantic 3774. Sales Mgr.: Alden R. Grimes.

Special representation

BERTHA BANNAN

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New England Representation

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WTAG, Worcester
WHN, New York City
WKNE, Keene, N. H.
WDEV, Waterbury, Vt.
WJAR, Providence
WSAR, Fall River, Mass.
WLBZ, Bangor, Me.
WSYR, Syracuse, N. Y.
WNBH, New Bedford, Mass.
WHAI, Greenfield, Mass.
WCSH, Portland, Me.
WLAW, Lawrence, Mass.
WRDO, Augusta, Me.
WFEA, Manchester, N. H.
WHEB, Portsmouth, N. H.
WBRY, Waterbury, Conn.
WNBC, New Britain, Conn.
WSPR, Springfield, Mass.

WALTER BIDDICK CO.

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San Francisco—Russ Bldg. Tel.: Sutter 5415. Mgr.: Myron Sparrow.

Represents on Pacific Coast

KFQD, Anchorage, Alaska
KGBU, Ketchikan, Alaska
KARM, Fresno, Cal.
KIEV, Glendale, Cal.
KFOX, Long Beach, Cal.
KTRB, Modesto, Cal.
KLX, Oakland, Cal.
KROY, Sacramento, Cal.
KSRO, Santa Rosa, Cal.
KHUB, Watsonville, Cal.
KFXD, Nampa, Ida.
WJJD, Chicago
WIBW, Topeka, Kan.
WHB, Kansas City
KFBB, Great Falls, Mont.
KGVO, Missoula, Mont.
KGNF, North Platte, Neb.
KGKY, Scottsbluff, Neb.
KLAH, Carlsbad, N. M.
KICA, Clovis, N. M.
KAWM, Gallup, N. M.
KGFL, Roswell, N. M.
KAST, Astoria, Ore.
KBND, Bend, Ore.
KFJI, Klamath Falls, Ore.
KLBM, La Grande, Ore.
KOOS, Marshfield, Ore.
KMED, Medford, Ore.
WRR, Dallas, Tex.
KFRO, Longview, Tex.
KDFN, Casper, Wyo.

JOHN BLAIR & COMPANY

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New York City—341 Madison Ave. Tel.: Murray Hill 9-6084. Mgr.: George W. Bolling.
Detroit—New Center Bldg. Tel.: Madison 7889. Mgr. R. H. Bolling.
St. Louis—Paul Brown Bldg. Tel.: Chestnut 5688. Mgr.: J. Chris Hetherington.
Los Angeles—Chamber of Commerce Bldg. Tel.: Prospect 3584. Mgr.: Carleton Coveny.
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KFYR, Bismarck, N. D.
WNBF, Binghamton, N. Y.
KIDO, Boise, Ida.
WLS, Chicago
WBNS, Columbus, O.
KFEL, Denver
WMMN, Fairmont, W. Va.
WHP, Harrisburg, Pa.
KGMB, Honolulu, Hawaii
KTHS, Hot Springs, Ark.
KTRH, Houston, Tex.
WJAX, Jacksonville, Fla.
WROL, Knoxville, Tenn.
KHJ, Los Angeles
WQAM, Miami, Fla.
WDSU, New Orleans
WNEW, New York City
WOW, Omaha
KOY, Phoenix, Ariz.
KHBC, Hilo, Hawaii
WMBG, Richmond, Va.
KDYL, Salt Lake City
KGB, San Diego, Cal.
KFRC, San Francisco
KDB, Santa Barbara, Cal.
WGBI, Scranton, Pa.
KMO, Tacoma, Wash.
WFLA, Tampa, Fla.
WWVA, Wheeling, W. Va.
KIT, Yakima, Wash.
WHIZ, Zanesville, O.

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KFXM, San Bernardino
KVEC, San Luis Obispo
KVOE, Santa Ana
KTKC, Visalia

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Charlotte, N. C.—Commercial National Bank Bldg. Tel.: 8839. Mgr.: H. L. Ralls.
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KXYZ, Houston
WTJS, Jackson, Tenn.
KRIC, Beaumont, Tex.
KRIS, Corpus Christi, Tex.
KRLD, Dallas

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WKBZ, Muskegon, Mich.
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WAAT, Jersey City, N. J.
WFTC, Kinston, N. C.
WMFD, Wilmington, N. C.
KOOS, Marshfield, Ore.
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WAGM, Presque Isle, Me.
WSKB, McComb, Miss.
WSNJ, Bridgeton, N. J.
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WGTM, Wilson, N. C.
WPAY, Portsmouth, O.
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KBND, Bend, Ore.
KLBM, La Grande, Ore.
KWJJ, Portland, Ore.
KORN, Fremont, Neb.
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WWSW, Pittsburgh, Pa.
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WIBM, Jackson, Mich.
WSAR, Fall River, Mass.
WJBK, Detroit
WLBC, Muncie, Ind.
WMOB, Mobile, Ala.
WGES, Chicago
WSBC, Chicago
WCBD, Chicago
KHUB, Watsonville, Cal.
KFRO, Longview, Tex.
KONO, San Antonio, Tex.
KPAB, Laredo, Tex.
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WCAR, Pontiac, Mich.

(Continued on page 94)

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WISN
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WTAD
QUINCY, ILL

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WBML
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(Continued from page 92)

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Los Angeles—650 So. Grand Ave. Tel.: Vandike 0569. Mgr.: Hal W. Hoag.
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WHO, Des Moines
KMA, Shenandoah, Ia.
WDAY, Fargo, N. D.
KMBC, Kansas City
WTCN, Minneapolis-St. Paul
WMBD, Peoria, Ill.
KSD, St. Louis
WFBL, Syracuse
WCSC, Charleston, S. C.
WIS, Columbia, S. C.
WPTF, Raleigh, N. C.
WDBJ, Roanoke, Va.
WAVE, Louisville
KGKO, Fort Worth-Dallas
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KTUL, Tulsa, Okla.
KECA, Los Angeles
KOIN, Portland, Ore.
KALE, Portland, Ore.
KROW, Oakland, Cal.
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Kansas City—1012 Baltimore. Tel.: Grand 0810. Mgr.: J. J. Farrell.
San Francisco—681 Market St. Tel.: Douglas 4475. Mgr.: Gordon Heater.
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Represents

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KSEI, Pocatello, Ida.
KTRI, Sioux City, Ia.
WSAR, Fall River, Mass.
KGIR, Butte, Mont.
WJAG, Norfolk, Neb.
WICA, Ashtabula, O.
KFKA, Greeley, Colo.
KTFI, Twin Falls, Ida.
KOAM, Pittsburg, Kan.
*KFRO, Longview, Tex.
KRBM, Bozeman, Mont.
WBNX, New York City
WRJN, Racine, Wis.
WMBC, Detroit
WATR, Waterbury, Conn.
KFJB, Marshalltown, Ia.
WABI, Bangor, Me.
WBRK, Pittsfield, Mass.
KPFA, Helena, Mont.
KLPM, Minot, N. D.
WARM, Scranton, Pa.
Wisconsin Broadcasting System

---

* Non-exclusive.

HOMER OWEN GRIFFITH

Hollywood—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Douglas 4475. Mgr.: Gordon Heater.

Pacific Coast Representation

KID, Idaho Falls, Ida.
KSEI, Pocatello, Ida.
KTFI, Twin Falls, Ida.
KWYO, Sheridan, Wyo.
KLAH, Carlsbad, N. M.
KSUB, Cedar City, Utah

Exclusive

KJBS, San Francisco
KTOH, Lihue, Hawaii

MELCHOR GUZMAN COMPANY, Inc.

New York City—9 Rockefeller Plaza. Tel.: Circle 7-2450. Mgr.: A. M. Martinez.
(*Represents stations in South America*)

*ARTHUR H. HAGG & ASSOCIATES, Inc.

Chicago—360 No. Michigan Ave. Tel.: Central 7553. Mgr.: Arthur H. Hagg.
New York City—366 Madison Ave. Tel.: Murray Hill 2-8865. Mgr.: P. A. Broderick.
Kansas City—Dwight Bldg. Tel.: Grand 1013. Mgr. George Bauer.
Omaha—Brandeis Theatre Bldg. Tel.: Jackson 7317. Mgr.: F. F. Samuels.
Denver—1863 Wazee St. Tel.: Keystone 2371. Mgr.: J. W. Perry.
Oklahoma City—2715 N.W. Twelfth St. Tel.: 5-7272. Mgr.: T. G. McCorkhill.

Represents

KTOK, Oklahoma City
KGNO, Dodge City, Kan.
KADA, Ada, Okla.
KOME, Tulsa, Okla.
KBIX, Muskogee, Okla.
KGFF, Shawnee, Okla.

HEADLEY-REED CO.

New York City—420 Lexington Ave. Tel.: Murray Hill 3-5470. Mgr.: Frank M. Headley.
Chicago—180 No. Michigan Ave. Tel.: Franklin 4686. Mgr.: Dwight S. Reed.
Detroit—New Center Bldg. Tel.: Madison 9444. Mgr.: Harry H. Walsh Jr.
Atlanta—Glenn Bldg. Tel.: Jackson 0864. Mgr.: Gregory Murphy Jr.

Represents

WSGN, Birmingham, Ala.
WSFA, Montgomery, Ala.
WNBC, New Britain, Conn.
WROK, Rockford, Ill.
WCOP, Boston
KFEQ, St. Joseph. Mo.
WSOC, Charlotte, N. C.
WSJS, Winston-Salem, N. C.
WBAB, Atlantic City, N. J.
WHLD, Niagara Falls, N. Y.
WKIP, Poughkeepsie, N. Y.
WFAS, White Plains, N. Y.
WSIX, Nashville. Tenn.
KMMJ, Grand Island, Neb.
WJW, Akron, O.
WMAN, Mansfield, O.
WFMJ, Youngstown, O.
WFBG, Altoona, Pa.
WJAC, Johnstown, Pa.
WAPO, Chattanooga, Tenn.
WGAC, Augusta, Ga.

Alabama Network comprising

WSGN, Birmingham
WMSL, Decatur
WJBY, Gadsden
WSFA, Montgomery
WHBB, Selma
WJRD, Tuscaloosa

GEORGE P. HOLLINGBERY CO.

Chicago—307 No. Michigan Ave. Tel.: State 2898. Mgr.: George P. Hollingbery.
New York City—420 Lexington Ave. Tel.: Murray Hill 3-8078. Mgr.: F. E. Spencer Jr.
Detroit—Park & Adams Sts. Tel.: Cherry 5200. Mgr.: Fred F. Hague.
Atlanta—Walton Bldg. Tel.: Walnut 4039. Mgr.: George M. Kohn.
San Francisco—155 Sansome St. Tel.: Douglas 4393. Mgr.: R. J. Birch.
Los Angeles—607 So. Hill St. Tel.: Vandike 7386. Mgr.: J. V. Fisler.

Represents

WHAM, Rochester, N. Y.
WEBC, Duluth, Minn.
WADC, Akron, O.
WTMA, Charleston, S. C.
WAAF, Chicago
WSPR, Springfield, Mass.
WREN, Lawrence, Kan.
WWJ, Detroit
KSCJ, Sioux City, Ia.
WBIG, Greensboro, N. C.
WIOD, Miami
WBCM, Bay City, Mich.
KOWH, Omaha
WNBZ, Saranac Lake, N. Y.
KVI, Tacoma, Wash.
WHIO, Dayton, O.
WJDX, Jackson, Miss.
WEAU, Eau Claire, Wis.
WEEU, Reading, Pa.
WJBO, Baton Rouge, La.
KTSM, El Paso, Tex.
WIRE, Indianapolis
KLO, Ogden, Utah
WSAV, Savannah, Ga.
WAOV, Vincennes, Ind.

INTERNATIONAL RADIO SALES

New York City—20 E. 57th St. Tel.: Plaza 8-2600. Mgr.: Loren L. Watson.
Chicago—326 W. Madison St. Tel.: Central 4547. Mgr.: Ralph N. Weil.
San Francisco—Hearst Bldg. Tel.: Douglas 2536. Mgr.: John Livingston.

Represents

WINS, New York City
WCAE, Pittsburgh
WSAI, Cincinnati
WISN, Milwaukee
KYA, San Francisco
WJEJ, Hagerstown, Md.
WCOS, Columbia, S. C.
WBAL, Baltimore
WATL, Atlanta
WKBB, Dubuque, Ia.
WRBL, Columbus, Ga.
WGPC, Albany, Ga.
WAKR, Akron, O.
WSNJ, Bridgeton, N. J.
WOL, Washington
WSUN, St. Petersburg, Fla.
WKAT, Miami Beach, Fla.
WAIR, Winston-Salem, N. C.
WAIM, Anderson, S. C.
KZRH, Manila, Philippines
KZRC, Cebu, Philippines
KANS, Wichita, Kan.
WLW, Cincinnati (West Coast Only)

THE KATZ AGENCY

New York City—500 Fifth Ave. Tel.: Longacre 5-4594. Mgrs.: Eugene Katz, G. W. Brett.
Chicago—307 No. Michigan Ave. Tel.: Central 4238. Mgr.: Gerald H. Gunst.
Detroit—General Motors Bldg. Tel.: Trinity 2-7685. Mgr.: Ralph Bateman.
Kansas City—Bryant Bldg. Tel.: Victor 7095. Mgr.: Gordon Gray.
Atlanta—Marietta St. Bldg. Tel.: Walnut 4795. Mgr.: Fred M. Bell.
Dallas—Republic Bank Bldg. Tel.: 2-7936. Mgr.: Frank Brimm.
San Francisco—Monadnock Bldg. Tel.: Sutter 7498. Mgr.: Richard S. Railton.

Represents

KOB, Albuquerque, N. M.
WGST, Atlanta
KGHL, Billings, Mont.
WMT, Cedar Rapids-Waterloo
WCFL, Chicago
WKRC, Cincinnati
KVOR, Colorado Springs
KLZ, Denver
KRNT, Des Moines
KSO, Des Moines
KGU, Honolulu
WFBM, Indianapolis
KLRA, Little Rock, Ark.
WMAZ, Macon, Ga.
WREC, Memphis, Tenn.
WWL, New Orleans
WKY, Oklahoma City
WTOC, Savannah, Ga.
KFPY, Spokane, Wash.
WSPD, Toledo, O.
WNAX, Yankton, S. D.
WLAW, Lawrence, Mass.

JOHN KEATING

Portland, Ore.—Studio Bldg. Tel.: Beacon 1009. Mgr.: John Keating.

Special regional representation of Oregon stations

KAST, Astoria
KRNR, Roseburg
KFJI, Klamath Falls
KSLM, Salem
KOOS, Marshfield
KBND, Bend
KBKR, Baker
KORE, Eugene
KMED, Medford
KLBM, LaGrande

McCLATCHY BROADCASTING CO.

San Francisco—Rust Bldg. Tel.: Douglas 2373. Mgr.: David Sandberg.

Represents on West Coast

KFBK, Sacramento, Cal.
KERN, Bakersfield, Cal.
KMJ, Fresno, Cal.
KOH, Reno, Nev.
KWG, Stockton, Cal.

(*National representation by Paul H. Raymer Co.*)

JOSEPH HERSHEY McGILLVRA

New York City—366 Madison Ave. Tel.: Murray Hill 2-8755. Mgr.: Joseph H. McGillvra.
Chicago—919 No. Michigan Ave. Tel.: Superior 3444. Mgr.: S. M. Aston.
Los Angeles—Western Pacific Bldg. Tel.: Prospect 5319. Mgr.: Philip A. Bissell.
San Francisco—Mills Bldg. Tel.: Sutter 1393. Mgr.: Duncan A. Scott.
Toronto, Ont.—Metropolitan Bldg. Tel.: Adelaide 4429. Mgr.: C. W. Wright.
Montreal, Que.—Confederation Bldg. Tel.: Belair 3415. Mgr.: A. A. McDermott.

Represents

WMEX, Boston
CKLW, Windsor-Detroit
WHAI, Greenfield, Mass.
KUTA, Salt Lake City
KELD, El Dorado, Ark.
WSOO, Sault Ste. Marie, Mich.
KRKD, Los Angeles
KROY, Sacramento, Cal.
KARM, Fresno, Cal.
KJBS, San Francisco
KTUC, Tucson, Ariz.
WBRY, Waterbury, Conn.
KINY, Juneau, Alaska
WNEL, San Juan, Puerto Rico
WEW, St. Louis
WLNH, Laconia, N. H.
WTNJ, Trenton, N. J.
KGFW, Kearney, Neb.
WSVA, Harrisonburg, Va.

Canadian stations represented

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CJOR, Vancouver, B. C.
CKCW, Moncton, N. B.
CHSJ, St. John, N. B.
CKCL, Toronto, Ont.
CFPL, London, Ont.
CKCO, Ottawa, Ont.
CFRB, Toronto, Ont.
CFLC, Prescott, Ont.
CFOS, Owen Sound, Ont.
CKPR, Fort William, Ont.
CKAC, Montreal, Que.
CHRC, Quebec, Que.
CJBR, Rimouski, Que.
CJRM, Regina, Sask.
CFQC, Saskatoon, Sask.
CJGX, Yorkton, Sask.
CKY, Winnipeg, Man.
CKX, Brandon, Man.

Mexican stations represented

XEW, Mexico City
XEQ, Mexico City
XEBG, Tiajuana

Cuban stations represented

RHC-Cadena AZUL (Radio Habana Network)

*J. P. McKINNEY & SON

New York City—30 Rockefeller Plaza. Tel.: Circle 7-1178. Mgr.: Norbet L. O'Brien.
Chicago—400 No. Michigan Ave. Tel.: Superior 9866. Mgr.: C. W. Erwin.
San Francisco—681 Market St. Tel.: Garfield 0947. Mgr.: R. J. Bidwell.

Represents

WENY, Elmira, N. Y.
WABY-WOKO, Albany
WRAK, Williamsport, Pa.
WTHT, Hartford, Conn.
WHDL, Olean, N .Y.
WDAN, Danville, Ill.

NATIONAL BROADCASTING CO.

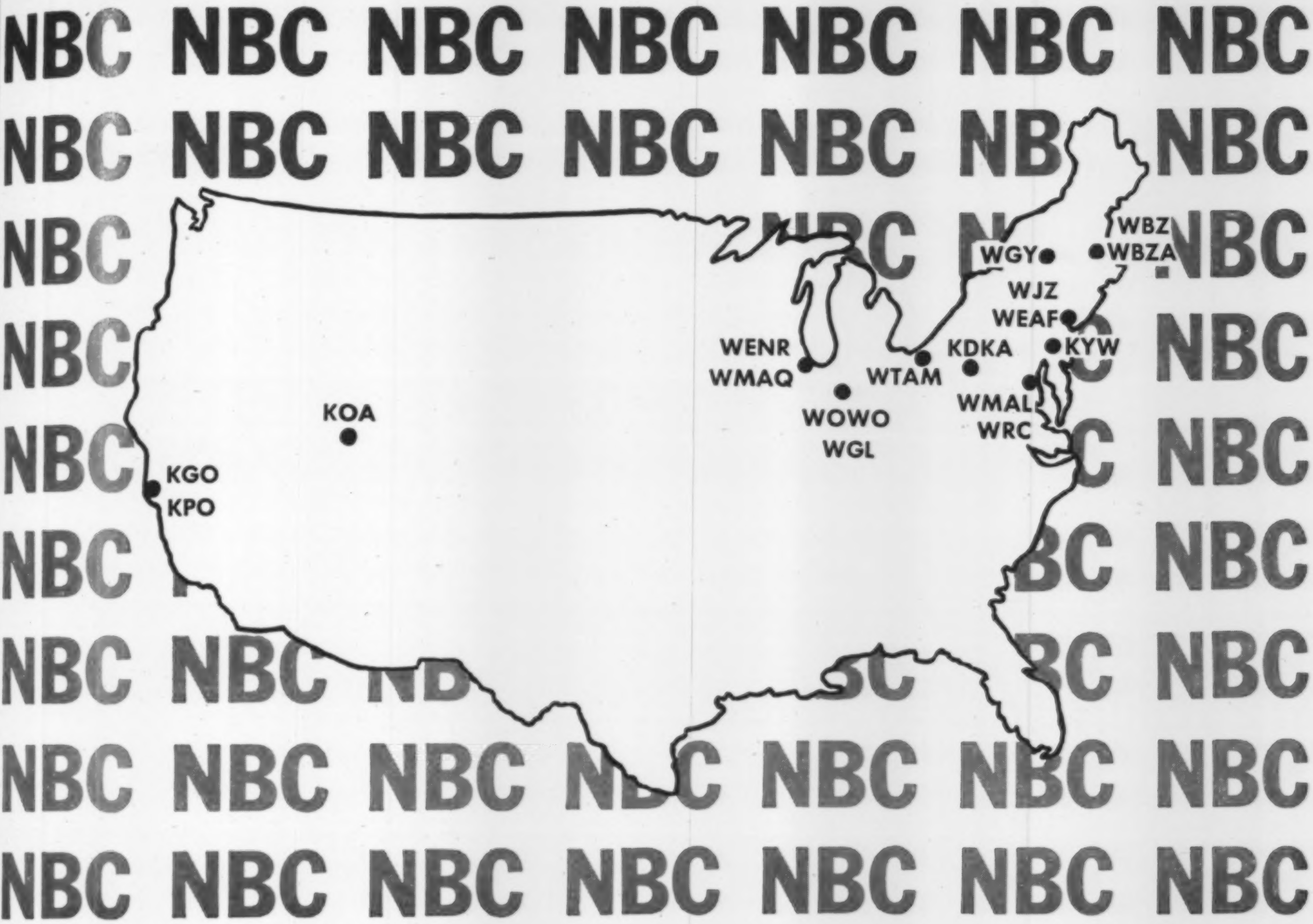
(National Spot Sales Dept.)

New York City—30 Rockefeller Plaza. Tel. Circle 7-8300. Mgr.: J. V. McConnell.
Asst. Mgr.: W. O. Tilenius.
Chicago—Merchandise Mart. Tel.: Superior 8300. Mgr.: M. M. Boyd-O. Morton.
Cleveland—NBC Bldg. Tel.: Cherry 0942. Mgr.: D. G. Stratton.
Boston—Hotel Bradford. Tel.: Hancock 4261. Mgr.: Elmer Kettell.
Denver—1625 California St. Tel.: Main 6211. Mgr.: Lloyd Yoder.
Hollywood—Sunset & Vine. Tel.: Hollywood 6161. Mgr.: Sidney Dixon.
San Francisco—111 Sutter St. Tel.: Sutter 1920. Mgr.: Glenn H. Ticer.
Washington—Trans-Lux Bldg. Tel.: Republic 4000. Mgr.: John Dodge.

Represents

WEAF, New York City
WJZ, New York City.
WBZ, Boston
WBZA, Springfield, Mass.
KGO, San Francisco
WMAQ, Chicago
WENR, Chicago
WTAM, Cleveland
KYW, Philadelphia
KPO, San Francisco
WRC, Washington
WMAL, Washington
KDKA, Pittsburgh
WGY, Schenectady
KOA, Denver.
WOWO, Fort Wayne, Ind.
WGL, Fort Wayne, Ind.

(Continued on page 96)



17 Vital Spots in 11 Great Markets

Eleven great markets are thoroughly covered by the 17 Vital Spot stations. Scores of experienced advertisers are increasing sales in every one of these selected markets—at lowest cost; that's why NBC's spot billing on the 17 Vital Spots increased 29 per cent during 1940.

17 VITAL SPOTS—11 GREAT MARKETS

WEAF	50,000 Watts—660 kc.	New York
WJZ	50,000 Watts—760 kc.	New York
WMAQ	50,000 Watts—670 kc.	Chicago
WENR	50,000 Watts—870 kc.	Chicago
KGO	7,500 Watts—790 kc.	San Francisco
KPO	50,000 Watts—680 kc.	San Francisco
*WRC	5,000-1,000 Watts—950 kc.	Washington
*WMAL	500-250 Watts—630 kc.	Washington
KOA	50,000 Watts—830 kc.	Denver
WTAM	50,000 Watts—1070 kc.	Cleveland

* WRC and WMAL will soon be operating with 5,000 watts day and night.

WESTINGHOUSE STATIONS

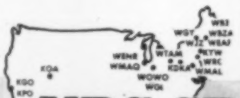
WBZ	50,000 Watts—990 kc.	Boston
WBZA	1,000 Watts—990 kc.	Springfield
†KYW	50,000 Watts—1020 kc.	Philadelphia
KDKA	50,000 Watts—980 kc.	Pittsburgh
WOWO	10,000 Watts—1160 kc.	Ft. Wayne
WGL	250 Watts—1370 kc.	Ft. Wayne

GENERAL ELECTRIC STATION

WGY	50,000 Watts—790 kc.	Schenectady

†KWY 50,000 Watts as of January 16, 1941

The NBC Spot Specialist in New York, Chicago, San Francisco, Boston, Cleveland, Washington, Denver, or Hollywood, will give you full information on any or all of these NBC Represented Stations.



NBC SPOT & LOCAL SALES

New York • Chicago • San Francisco • Boston • Washington • Cleveland • Denver • Hollywood

NATIONAL BROADCASTING COMPANY *A Radio Corporation of America Service*

Directory of

BROADCASTING STATION REPRESENTATIVES

(Continued from page 94)

NEW ENGLAND RADIO ADVERTISING

Boston—Statler Office Bldg. Tel.: Hubbard 3225. Mgr.: R. C. Foster.

New England Representation

WDRC, Hartford
WESX, Salem, Mass.
WABI, Bangor, Me.
WGAN, Portland, Me.
WCAX, Burlington, Vt.
WPRO, Providence, R. I.

Non-Exclusive Representation

WELI, New Haven, Conn.
WSAR, Fall River, Mass.
WHAI, Greenfield, Mass.
WNBH, New Bedford, Mass.
WBRK, Pittsfield, Mass.
WSPR, Springfield, Mass.
WORC, Worcester, Mass.
WFEA, Manchester, N. H.
WHEB, Portsmouth, N. H.

NORTHWEST RADIO ADVERTISING CO., Inc.

Seattle, Wash.—American Bldg. Tel.: Main 9282. Mgr.: Edwin A. Kraft.

Represents

KINY, Juneau, Alaska.

PAN AMERICAN BROADCASTING CO.

New York City—330 Madison Ave. Tel.: Murray Hill 2-0811. Mgr.: E. Bernald.
Chicago—228 No. LaSalle St. Mgr.: Fred R. Jones.

(Latin American representation)

*JOHN H. PERRY ASSOCIATES

New York City—225 W. 39th St. Tel.: Bryant 9-3357. Mgr.: William K. Dorman.
Philadelphia—1524 Chestnut St. Tel.: Rittenhouse 0886. Mgr.: M. S. Lewin.
Chicago—122 So. Michigan Ave. Tel.: Harrison 8085. Mgr.: O. J. Ranft.
Detroit—7338 Woodward Ave. Tel.: Madison 0790. Mgr.: J. J. Higgins.
Atlanta—Chamber of Commerce Bldg. Tel.: Walnut 3443. Mgr.: R. S. Kendrick.

Represents

WCOA, Pensacola, Fla.
WJHP, Jacksonville, Fla.
WMFJ, Daytona Beach, Fla.
WTMC, Ocala, Fla.
WDLP, Panama City, Fla.
WALA, Mobile, Ala.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
KFDA, Amarillo, Tex.

EDWARD PETRY & CO., Inc.

New York City—17 E. 42nd St. Tel.: Murray Hill 2-4400. Mgr.: Henry I. Christal.
Chicago—400 No. Michigan Ave. Tel.: Delaware 8600. Mgr.: Edward E. Voynow.
Detroit—General Motors Bldg. Tel.: Madison 1035. Mgr.: William Cartwright.
San Francisco—111 Sutter St. Tel.: Garfield 4010. Mgr.: Earle E. Smith.
Los Angeles—601 W. Fifth St. Tel.: Michigan 8729. Mgr.: Chester G. Matson.
St. Louis—Southwestern Bell Bldg. Tel.: Garfield 5194. Mgr.: George Kercher.

Represents

Yankee Network
WSB, Atlanta
WFBR, Baltimore
WAAB, Boston
WNAC, Boston
WICC, Bridgeport, Conn.
WBEN, Buffalo, N. Y.
WGAR, Cleveland
WFAA, Dallas
WBAP, Fort Worth
WJR, Detroit
KPRC, Houston
WDAF, Kansas City
Colonial Network
KARK, Little Rock, Ark.
KFI, Los Angeles
WHAS, Louisville
WLLH, Lowell, Mass.
WTMJ, Milwaukee
KSTP, St. Paul
WSM, Nashville
WSMB, New Orleans
WTAR, Norfolk
KOIL, Omaha
WFIL, Philadelphia
KGW, Portland, Ore.
WTAG, Worcester, Mass.
KFAB, Lincoln, Neb.
Texas Quality Network
WEAN, Providence
WRNL, Richmond
KSL, Salt Lake City
WOAI, San Antonio
KSFO, San Francisco
KOMO, Seattle
KJR, Seattle
KHQ, Spokane, Wash.
KGA, Spokane, Wash.
WMAS, Springfield, Mass.
KVOO, Tulsa, Okla.
KFH, Wichita, Kan.
KEX, Portland, Ore.

RALPH L. POWER

Los Angeles—Van Nuys Bldg. Tel.: Madison 5617. Mgr.: Ralph L. Power.
(Represents stations in Australia)

RADIO ADVERTISING ASSOCIATES

Atlanta, Ga.—Grant Bldg. Tel.: Walnut 1833. Mgr.: R. L. Watkins

Special representation

WFOY, St. Augustine, Fla.
KGFF, Shawnee, Okla.
KALB, Alexandria, La.
KFRO, Longview, Tex.
KMLB, Monroe, La.
KFYO, Lubbock, Tex.

RADIO ADVERTISING CORP.

New York City—9 E. 40th St. Tel.: Murray Hill 3-7865. Mgr.: William Gellatly.
Chicago—307 No. Michigan Ave. Tel.: Central 1743. Mgr.: John Toothill.
Hollywood, Cal.—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Owen Griffith.

Represents

WHK, Cleveland
WCLE, Cleveland
WHKC, Columbus, O.
WIP, Philadelphia
WTOL, Toledo
KRSC, Seattle
WOLF, Syracuse, N. Y.
KPAC, Port Arthur, Tex.
WINX, Washington
WTSP, St. Petersburg, Fla.
WJHL, Johnson City, Tenn.

RADIO SALES

Division of Columbia Broadcasting System

Chicago—410 No. Michigan Ave. Tel.: Whitehall 6000. Gen. Sales Mgr.: J. Kelly Smith. Western Sales Mgr.: Henry Jackson.
New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Mgr.: Howard S. Meighan.
Detroit—Fisher Bldg. Tel.: Trinity 2-5500. Mgr.: William H. Parker.
Los Angeles—Columbia Square. Tel.: Hollywood 1212. Mgr.: Roger K. Huston.
San Francisco—Palace Hotel. Tel.: Yukon 1700. Mgr.: Charles Morin.
Charlotte, N. C.—Wilder Bldg. Tel.: 3-8833. Mgr.: Royal Penny.
St. Louis—Mart Bldg. Tel.: Central 8240. Mgr.: John Harvey.

Represents

WABC, New York City
WBBM, Chicago
WJSV, Washington
CBS New England Network
KNX, Los Angeles
KMOX, St. Louis
WBT, Charlotte, N. C.
CBS Pacific Network
WCCO, Minneapolis
WEEI, Boston
WAPI, Birmingham, Ala.
CBS California Network.

WILLIAM G. RAMBEAU CO.

Chicago—360 No. Michigan Ave. Tel.: Andover 5566. Mgr.: William G. Rambeau.
New York City—Chanin Bldg. Tel.: Caledonia 5-4940. Mgr.: Roy Shults.

Represents

WJAS, Pittsburgh
KQV, Pittsburgh
WHJB, Greensburg, Pa.
WHB, Kansas City
WOV, New York City
WPEN, Philadelphia
WDSM, Spuerior-Duluth
WBNY, Buffalo, N. Y.
Kansas State Network
WORL, Boston
WELI, New Haven, Conn.
WESX, Salem, Mass.
WDGY, Minneapolis-St. Pa

PAUL H. RAYMER CO.

Chicago—Tribune Tower. Tel.: Superior 4473. Mgr.: Paul H. Raymer.
New York City—366 Madison Ave. Tel.: Murray Hill 2-8689. Mgr.: Fred C. Brokaw.
San Francisco—Russ Bldg. Tel.: Douglass 2373. Mgr.: David H. Sandeberg.
Los Angeles—530 W. Sixth St. Tel.: Vandike 1901. Mgr.: J. Leslie Fox.
Detroit—General Motors Bldg. Tel.: Trinity 2-8060. Mgr.: Ward Dorrell.

Represents

Michigan Radio Network, California Radio System, Mason-Dixon Group
Arizona Broadcasting Co.

WPRO, Providence
KWK, St. Louis
WSYR, Syracuse, N. Y.
WTRY, Troy, N. Y.
WJTN, Jamestown, N. Y.
WHEC, Rochester, N. Y.
WRVA, Richmond, Va.
KFWB, Los Angeles
WLAC, Nashville, Tenn.
WDRC, Hartford, Conn.
KTAR, Phoenix, Ariz.
KVOA, Tucson, Ariz.
KTMS, Santa Barbara, Cal.
KOH, Reno, Nev.
KFBK, Sacramento, Cal.
KERN, Bakersfield, Cal.
KMJ, Fresno, Cal.
KWG, Stockton, Cal.
WCAO, Baltimore
WBRC, Birmingham, Ala.
WDOD, Chattanooga, Tenn.
WJJD, Chicago
WXYZ, Detroit
WDBO, Orlando, Fla.
WOOD-WASH, Grand Rapids, Mich.
WCAU, Philadelphia (Pacific)
WEST, Easton, Pa.
WKBO, Harrisburg, Pa.
WAZL, Hazleton, Pa.
WGAL, Lancaster, Pa.
WORK, York, Pa.
WMBR, Jacksonville, Fla.
WDAE, Tampa, Fla.
KWFT, Wichita Falls, Tex
WDEL, Wilmington, Del.
KFSD, San Diego, Cal.
WSBT-WFAM, South Bend
WKNE, Keene, N. H.
WGAN, Portland, Me.
WING, Dayton, O.

VIRGIL REITER & CO.

Chicago—360 No. Michigan Ave. Tel.: State 9493. Mgr.: Virgil Reiter.

Represents

WCAU, Philadelphia (Chicago only)
WMCA, New York City (Exclusive)
WIBX, Utica, N. Y. (Chicago only)

*REYNOLDS-FITZGERALD, Inc.

Chicago—360 No. Michigan Ave. Tel.: State 4294. Mgrs. John T. Fitzgerald, Edwin C Allen.
New York City—515 Madison Ave. Tel.: Eldorado 5-7020. Mgr.: Harry D. Reynolds.
Detroit—General Motors Bldg. Tel.: Madison 4250. Mgr.: Richard T. Healy.
Philadelphia—Land Title Bldg. Tel.: Rittenhouse 3839. Mgr.: J. D. Cathcart.
San Francisco—58 Sutter St. Tel.: Garfield 6144. Mgr.: Judson H. Carter.
Los Angeles—117 W. Ninth St. Tel.: Tucker 2474. Mgr.: Chales E. Fisher.
Seattle—Joseph Vance Bldg. Tel.: Elliott 6452. Mgr.: Frederick A. Bartlett.

Represents

WIL, St. Louis
KQW, San Jose, Cal.
KOL, Seattle
KFNF, Shenandoah, Ia.
WHBY, Appleton, Wis.
WTAQ, Green Bay, Wis.
WIBA, Madison, Wis.
WMAM, Marinette, Wis.
WSAU, Wausau, Wis.

SEARS & AYER, Inc.

Chicago—612 No. Michigan Ave. Tel.: Superior 8177. Mgr.: B. H. Sears.
New York City—565 Sixth Ave. Tel.: Plaza 8-1312. Mgr.: Paul Adler.

Represents

WJBY, Gadsden, Ala.
WHBB, Selma, Ala.
WCOV, Montgomery, Ala.
WMSD, Muscle Shoals, Ala.
WKEU, Griffin, Ga.
WDWS, Champaign, Ill.
WSOY, Decatur, Ill.
WTMV, E. St. Louis, Ill.
WJPF, Herrin, Ill.
WCLS, Joliet, Ill.
WCBS, Springfield, Ill.
WHBU, Anderson, Ind.
KTSW, Emporia, Kan.
WGRM, Greenwood, Miss.
WFOR, Hattiesburg, Miss.
KWYO, Sheridan, Wyo.
WGIL, Galesburg, Ill.
Carolina Broadcasting System
WSLI, Jackson, Miss.
KWOS, Jefferson City, Mo.
WMBH, Joplin, Mo.
KWOC, Poplar Bluff, Mo.
WRAL, Raleigh, N. C.
WAIR, Winston-Salem, N. C
WLPM, Suffolk, Va.
KFDN, Casper, Wyo.

SPACE & TIME SERVICE

New York City—2 W. 45th St. Tel.: Murray Hill 2-6790. Mgr.: Irving Horowitz.

Non-Exclusive Representation

WMAN, Mansfield, O.
WAYX, Waycross, Ga.

*TENNEY, WOODWARD & CONKLIN, Inc.

New York City—9 East 40th St. Tel.: Murray Hill 3-7865. Mgr.: Walter I. Tenney.
Chicago—333 No. Michigan Ave. Tel.: Central 1743. Mgr.: John E. Rohde.
Detroit—New Center Bldg. Tel.: Trinity 10529. Mgr.: T. F. Etter.

Represents

WTRC, Elkhart, Ind.

EDWARD S. TOWNSEND CO.

San Francisco—Russ Bldg. Tel.: Douglas 2373. Mgr.: Edward S. Townsend.

Represents on Pacific Coast

WOR, Newark
KARM, Fresno, Cal.
KROY, Sacramento, Cal.

TRANSAMERICAN BROADCASTING & TELEVISION CO.

New York City—1 E. 54th St. Tel.: Plaza 5-9800. Mgr.: Harry Smith.
Chicago—230 No. Michigan Ave. Tel.: State 0366. Mgr.: Walter Callahan.
(Represents WLW, Cincinnati, in Chicago area)

J. FRANKLIN VIOLA

New York City—56 W. 45th St. Tel.: Murray Hill 2-0849. Mgr.: J. F. Viola.
(General Representation)

WEED & CO.

New York City—350 Madison Ave. Tel.: Vanderbilt 6-4542. Mgr.: Joseph J. Weed.
Chicago—203 No. Wabash Ave. Tel.: Randolph 7730. Mgr.: C. C. Weed.
Detroit—General Motors Bldg. Tel.: Madison 6366. Mgr.: Charles M. Adell.
San Francisco—111 Sutter St. Tel.: Douglas 2445. Mgr.: Roy Frothingham.

Represents

WTIC, Hartford, Conn.
WORC, Worcester, Mass.
WJAR, Providence, R. I.
WCSH, Portland, Me.
WRDO, Augusta, Me.
WLBZ, Bangor, Me.
WFEA, Manchester, N. H.
WCAX, Burlington, Vt.
WEBR, Buffalo, N. Y.
WCOL, Columbus, O.
WHBC, Canton, O.
WFBC, Greenville, S. C.
WEOA, Evansville, Ind.
WGBF, Evansville, Ind.
KXOK, St. Louis
KFRU, Columbia, Mo.
WJNO, W. Palm Beach, Fla
KGLO, Mason City, Ia.
KFBB, Great Falls, Mont.
KABR, Aberdeen, S. D.
WBOW, Terre Haute, Ind.

CANADIAN

CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grand Prairie, Alta.
CJOC, Lethbridge, Alta.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CJRC, Winnipeg, Man.
CFAR, Flin Flon, Man.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CJKL, Kirkland Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CJCS, Stratford, Ont.
CKOC, Hamilton, Ont.
CFRC, Kingston, Ont.
CKBI, Prince Albert, Sask
CHAB, Moose Jaw, Sask.
CKCK, Regina, Sask.
CFNB, Fredericton, N. B.
CFCY, Charlottetown, P. E. I.
CFCF, Montreal, Que.

HOWARD H. WILSON CO.

Chicago—75 E. Wacker Drive. Tel.: Central 8744. Mgr.: Howard H. Wilson.
New York City—551 Fifth Ave. Tel.: Murray Hill 6-1230. Mgr.: Horace Hagedorn.
Kansas City—1004 Baltimore. Tel.: Grand 1473. Mgr.: George E. Wilson.
Los Angeles—6362 Hollywood Blvd. Tel.: Granite 1726. Mgr.: Homer Griffith.
San Francisco—681 Market St. Tel.: Douglas 4475. Mgr.: Gordon Heater.
Seattle, Wash.—White Bldg. Mgr.: Hal Pierce.

Represents

KDRO, Sedalia, Mo.
KELO, Sioux Falls, S. D.
KFAM, St. Cloud, Minn.
KFBI, Wichita, Kan.
KFDM, Beamont, Tex.
KFYO, Lubbock, Tex.
KGNC, Amarillo, Tex.
KGHF, Pueblo, Colo.
KRGV, Weslaco, Tex.
KROC, Rochester, Minn.
KROD, El Paso, Tex.
KSOO, Sioux Falls, S. D.
KTSA, San Antonio, Tex.
KYSM, Mankato, Minn.
WDEV, Waterbury, Vt.
WDNC, Durham, N. C.
WDZ, Tuscola, Ill.
WTAD, Quincy, Ill.
Minnesota Radio Network
Lone Star Chain
WHBF, Rock Island, Ill.
WHBL, Sheboygan, Wis.
WIBC, Indianapolis
WKBH, LaCrosse, Wis.
WKZO, Kalamazoo, Mich.
WPIC, Sharon, Pa.
WSPA, Spartanburg, S. C.
WORD, Spartanburg, S. C.

INDIVIDUAL STATION REPRESENTATION

WCAU, Philadelphia

New York City—485 Madison Ave. Tel.: Wickersham 2-2000. Rep.: Robert A. Street. [WCAU is represented in Chicago by Virgil Reiter; Boston by Bertha Bannan; Los Angeles by Paul Raymer Co.]

WGN, Chicago

New York City—220 E. 42nd St. Tel.: Murray Hill 2-3033. Mgr.: Norman Boggs.

WHN, New York

Chicago—360 No. Michigan Ave. Tel.: Randolph 5254. Mgr.: Hal Makelin.

WIBX, Utica, N. Y.

New York City—Belmont Plaza Hotel. Tel.: Plaza 8-0066. Rep. M. L. Swars.

WLW, Cincinnati

Chicago—230 No. Michigan Ave. Tel.: State 0366. Mgr.: Walter Callahan.
New York City—Represented by Transamerican Broadcasting & Television Corp.
West Coast—Represented by International Radio Sales.

WOR, Newark

Boston—80 Federal St. Tel.: Liberty 0437. Mgr.: Paul A. Belaire.
Chicago—Tribune Tower. Tel.: Superior 5110. Mgr.: Harold Higgins.
San Francisco—Russ Bldg. Tel.: Douglas 2373. Mgr.: Edward S. Townsend.

KFAR, Fairbanks, Alaska

Seattle, Wash.—American Bldg. Tel.: Elliott 3933. Rep.: G. A. Wellington.

KMPC, Beverly Hills, Cal.

New York City—101 Park Ave. Tel.: Murray Hill 5-9249. Mgr.: Roger E. Vernon.
Chicago—360 No. Michigan Ave. Tel.: Cental 3042. Mgr.: A. K. Bucholz.

KWTO-KGBX, Springfield, Mo.

Chicago—360 No. Michigan Ave. Tel.: Franklin 2360. Rep.: John Pearson.

XEAW, Reynosa, Mexico

Chicago—410 No. Michigan Ave. Tel.: Whitehall 4488. Rep.: Homer Hogan.
Dallas Studios—911 Commerce St. Tel.: 7-6381. Mgrs.: Carr P. Collins, J. Mitchell Collins.

C. P. MacGREGOR
Electrical Transcriptions
729 SOUTH WESTERN AVE.
HOLLYWOOD, CALIFORNIA
"LARGEST TRANSCRIBED DRAMATIC LIBRARY IN THE WORLD"

WE WANT TWO PEOPLE TO READ THIS

YOU... the advertiser or time buyer who wants dependable facts and figures . . . *at once.* Waiting for you at each Howard H. Wilson Co., office—without cost—are valuable services: last-minute time availibilities . . . intelligent assistance in selected productive periods . . . personal knowledge of each station's announcers, special features, merchandising helps and the characteristics of its market.

Such helps, coupled with our personal interest in the success of your campaign and our constant check on its productivity, is a proved way to GREATER RESULTS.

YOU... a station owner or manager, unable to visit major time-buying centers often enough to maintain close relationships with advertisers and agencies . . . handicapped by not being present when schedules are made up . . . dissatisfied with having to sell your station and market by mail. To such busy executives, Howard H. Wilson Co., offers a valuable personalized service . . . presenting your station story as you would yourself . . . taking advantage of long-established personal contacts among advertisers and agencies . . . and servicing the accounts they place on your station.

Both of You will find the Howard H. Wilson Co., offices in six major cities from coast to coast ready with intelligent, personalized service. Establishing new contacts . . . holding old ones . . . with an ear constantly to the ground for new business . . . they are there for the one purpose of serving you. Get in touch with our nearest office and take advantage of this thorough, profitable service.

HOWARD H. WILSON CO.
Radio Station Representatives
75 E. WACKER DRIVE, CHICAGO
NEW YORK 551 Fifth Avenue
KANSAS CITY 1004 Baltimore
HOLLYWOOD 6362 Hollywood Blvd.
SAN FRANCISCO 681 Market Street
SEATTLE 4404 White Building

Directory of
BROADCASTING STATION REPRESENTATIVES
(Canadian)

ALL-CANADA RADIO FACILITIES, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: G. F. Herbert.
Montreal—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: Burt Hall.
Winnipeg, Man.—Royal Alexandra Hotel. Tel.: 92-266. Mgr.: P. H. Gayner.
Calgary, Alta.—Southam Bldg. Tel.: M-7691. Mgr.: H. R. Carson.
Vancouver, B. C.—541 W. Georgia St. Tel.: Marine 9542. Mgr.: J. E. Baldwin.

Represents

CFJC, Kamloops, B. C.
CKOV, Kelowna, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grande Prairie, Alta.
CHAB, Moose Jaw, Sask.
CKBI, Prince Albert, Sask.
CJRM, Regina, Sask.
CJRC, Winnipeg, Man.
CKCK, Regina, Sask.
CFRB, Toronto, Ont.
CKOC, Hamilton, Ont.
CJCS, Stratford, Ont.
CJOC, Lethbridge, Alta.
CJKL, Kirkland, Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CFCF, Montreal, Que.
CKVD, Val d'Or, Que.
CFNB, Fredericton, N. B.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CKSO, Sudbury, Ont.
CFCY, Charlottetown, P. E. I.
VONF, St. Johns, Newfoundland

ASSOCIATED BROADCASTING CO., Ltd.

Montreal, Que.—1010 St. Catherine St. W. Tel.: Belair 3325. Mgr.: M. Maxwell.
(General Canadian station representation; non-exclusive)

J. L. ALEXANDER

Toronto, Ont.—100 Adelaide St., W. Tel.: Adelaide 9194. Mgr.: J. L. Alexander.

Represents

CFRC, Kingston, Ont.
CKPC, Brantford, Ont.
CJIC, Sault St. Marie, Ont.
CKNX, Wingham, Ont.

CANADIAN BROADCASTING CORPORATION

Toronto, Ont.—55 York St. Tel.: Adelaide 5771. Commercial Mgr.: E. A. Weir.

Represents CBC-owned Stations

CBA, Sackville, N. B.
CBJ, Chicoutimi, Que.
CBF, Montreal, Que.
CBV, Quebec, Que.
CBO, Ottawa, Ont.
CBR, Vancouver, B. C.
CBM, Montreal, Que.
CBL, Toronto, Ont.
CBY, Toronto, Ont.
CBK, Watrous, Sask.

DOMINION BROADCASTING CO.

Toronto, Ont.—4 Albert St. Tel.: Adelaide 3383. Mgr.: H. B. Williams.

Represents in Toronto Only

CKCR, Kitchener, Ont.
CKTB, St. Catharines, Ont.
CHRC, Quebec, Que.
CKCH, Hull, Que.
CHLT, Sherbrooke, Que.
CJLS, Yarmouth, N. S.

NORTHERN BROADCASTING & PUBLISHING, Ltd.

Toronto, Ont.—Victory Bldg. Tel.: Elgin 2464. Mgr.: Jerry Tomkin.
Montreal, Que.—Dominion Square Bldg. Tel.: Lancaster 6400. Mgr.: R. A. Leslie.

Represents in Toronto and Montreal

CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CKVD, Val d'Or, Que.
CJKL, Kirkland Lake, Ont.

RADIO CENTRE, LTD.

Toronto, Ont.—100 Adelaide St., W. Tel.: Waverly 2036. Mgr.: Spencer Grow.

Represents

CJCJ, Calgary, Alta.
(Eastern Canada)
CHLN, Three Rivers, Que.

JACK SLATTER

Toronto, Ont.—4 Albert St. Tel.: Waverly 5564. Mgr.: Jack Slatter.
Montreal, Que.—Dominion Sq. Bldg. Tel.: Harbour 7811. Mgr.: W. Dippie.

Toronto Representation

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKPR, Fort William, Ont.
CFQC, Saskatoon, Sask.
CJGX, Yorkton, Sask.

Montreal Representation

CFQC, Saskatoon, Sask.
CJGX, Yorkton, Sask.
CKPR, Fort William, Ont.
CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CKCR, Kitchener, Ont.

HORACE N. STOVIN

Toronto, Ont.—Victory Bldg. Tel.: Adelaide 9184. Mgr.: H. N. Stovin.
Montreal, Que.—Keefer Bldg. Tel.: Plateau 8794. Mgr.: Lovell Mickles.
Winnipeg, Man.—Telephone Bldg. Tel.: 92-191. Mgr.: A. J. Messner.

Represents

CKY, Winnipeg, Man.
CKX, Brandon, Man.
CKRN, Rouyn, Que.
CFAR, Flin Flon, Man.

for results in Canada, spot your Program on the "All-Canada" Stations

NORTH
OF THE 49th PARALLEL

IT'S THE "ALL-CANADA" STATIONS
WHICH DOMINATE THE BUSY CANADIAN MARKET

TWENTY-EIGHT of the leading Canadian radio stations form the "All-Canada" group. Spotting your programme over these stations assures dominant coverage of Canada's wealthy markets from coast to coast and in Newfoundland. There are audience figures to prove it.

During the last four years, improvements in Canadian station power and equipment have increased their physical coverage from 48% in 1936 to 80% in 1940. Only a small part of this territory is reached by U.S. stations.

Don't overlook this Canadian market. War conditions are increasing Canadian payrolls and sales potential. The All-Canada stations are ready to help with programme service and merchandising cooperation. Check us for available times and market information.

ALL-CANADA
ALL-CANADA RADIO FACILITIES
Limited
MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER
U.S.A. Representatives: WEED AND COMPANY

XUM

WLW

THE NATION'S *most Merchandise-able* STATION

FOR MOVING DRUG AND GROCERY ITEMS THROUGH RETAIL OUTLETS BECAUSE IT CREATES INSTANT AND CONSTANT CONSUMER DEMAND!

SEE NEXT PAGE

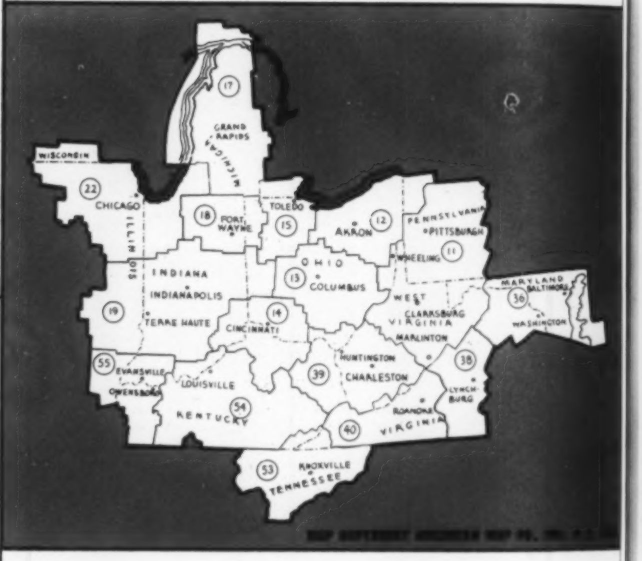
"WLW is a powerful sales stimulator in our territory. We have noticed that the demand for a product will increase very substantially as soon as it is broadcast over WLW. Consequently, whenever we receive notice that a product will be advertised over WLW, we make it a point to increase our supply of it and notify our salesmen to see that the retailer is well-stocked."

Geo. H. Kauffman, ***Pres. & Sales Manager***
Kauffman-Lattimer Co., Wholesale Druggists
Columbus, Ohio

"We consider Station WLW the finest medium for sales promotion in our territory. As soon as we are notified that an item is going on the air over WLW, our buyers check stock and get additional supplies in to take care of the inevitable increase in demand."

J. M. Chamblin, ***Manager***
Huntington, W. Va., Division
McKesson & Robbins, Inc.

NWDA DRUG WHOLESALE TRADING AREAS IN WLW *Merchandise-able* AREA


WISCONSIN
17
GRAND RAPIDS
MICHIGAN
22
CHICAGO
ILLINOIS
18
FORT WAYNE
TOLEDO
15
AKRON
12
PENNSYLVANIA
PITTSBURGH
WHEELING
11
INDIANA
INDIANAPOLIS
OHIO
13
COLUMBUS
MARYLAND
BALTIMORE
36
WASHINGTON
19
TERRE HAUTE
14
CINCINNATI
WEST VIRGINIA
CLARKSBURG
MARLINTON
55
EVANSVILLE
OWENSBORO
LOUISVILLE
HUNTINGTON
CHARLESTON
39
38
LYNCHBURG
54
KENTUCKY
ROANOKE
40
VIRGINIA
53
KNOXVILLE
TENNESSEE

"WLW's powerful advertising is doing a most effective job for us throughout the large territory that is covered by our salesmen. Due to the widespread consumer preference for WLW-advertised brands, we pay particular attention to products that are going to be advertised over WLW."

G. B. Moxley, ***President***
Kiefer-Stewart Co., Wholesale Druggists
Indianapolis, Indiana

Quoted on this page are just a few of the many wholesale druggists in these areas who enthusiastically endorse WLW as the prime medium for moving merchandise in the territories they cover. Note that the WLW merchandise-able area blankets *sixteen* vital wholesale drug trading areas.

"The effect of WLW in our territory is a vital asset as a sales media. We know through increased sales and consumer demand that a product broadcast over WLW will affect our market. Naturally, we check and restock carefully to meet increased demand of our retailers when notice is received of a product to be advertised over WLW."

Harry A. Slade, ***Manager***
Dayton Economy Drug Co.,
Wholesale Druggists
Dayton, Ohio

"As a wholesale drug distributor of many years experience in the Cincinnati trading area, I can safely say that products advertised over WLW move consistently through our house and stores we contact."

Joseph Schneider, ***President***
Cincinnati Economy Drug Co.,
Wholesale Druggists
Cincinnati, Ohio

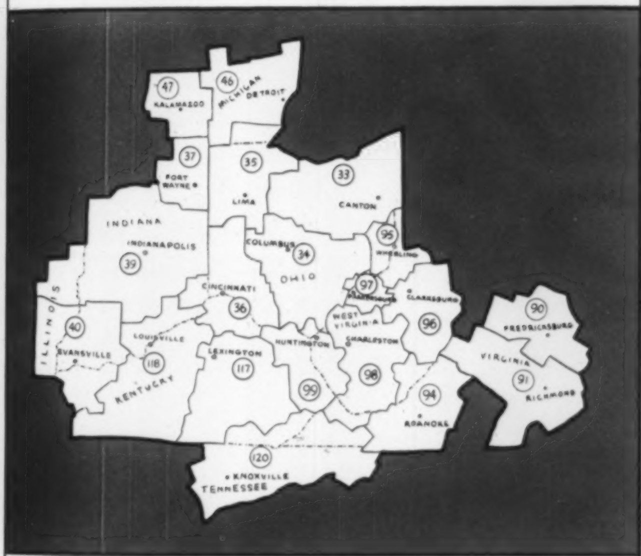
"We feel that WLW is a very important factor in building consumer demand in the territory we serve. Our stock of merchandise is carefully checked and a sufficient supply is placed on hand to take care of an expected increase in sales whenever we receive notice that a product will be advertised over WLW."

R. M. Fisher,
Vice-Pres. & Gen. Manager
The Creasey Co., Wholesale Grocers
Columbus, Ohio

"We feel that WLW is the most powerful influence for the quick turn-over of nationally advertised brands through our warehouses. Through WLW's resources and the constant flow of advance information, we are able to keep our sales force informed of expected increases in sales ahead of the listening public's demand."

D. Sayre, *President*
Hagen-Ratcliff and Co.,
Wholesale Grocers
Huntington, W. Va.

GROCERY WHOLESALE TRADING AREAS IN WLW *Merchandise-able* AREA


47
KALAMAZOO
46
MICHIGAN
DETROIT
37
FORT WAYNE
35
LIMA
33
CANTON
INDIANA
INDIANAPOLIS
39
COLUMBUS
34
OHIO
95
WHEELING
97
CINCINNATI
36
CLARKSBURG
ILLINOIS
40
WEST VIRGINIA
96
90
FREDERICKSBURG
LOUISVILLE
EVANSVILLE
118
LEXINGTON
117
HUNTINGTON
CHARLESTON
VIRGINIA
91
RICHMOND
KENTUCKY
99
98
94
ROANOKE
120
KNOXVILLE
TENNESSEE

Quoted here are a representative few of the many wholesale grocers in these areas who report that advertising on WLW is an accurate barometer to sales, with demand for a product rising as the advertising breaks. Note that *twenty* grocery wholesale trading areas are included within the limits of the WLW merchandise-able area.

"As an advertising medium in the movement of merchandise, WLW, the Nation's Station, is a powerful influence in this area and we feel that the opportunity of cooperating fills a definite merchandising need."

Elmer Brown, *General Manager*
Midland Grocer Co., Wholesale Grocers
Portsmouth, Ohio

"Notice of a product to be broadcast over WLW has been a guiding factor in checking our merchandise to assure us of having a full stock to meet consumer demand. Without doubt, we feel this sales building media through every product advertised over WLW."

John B. Adamson,
Pres. and Gen. Manager
W. L. Adamson Co., Wholesale Grocers
Dayton, Ohio

WLW THE NATION'S *most Merchandise-able* STATION

REPRESENTATIVES:
NEW YORK—Transamerican Broadcasting and Television Corp. CHICAGO—WLW, 230 North Michigan Avenue
SAN FRANCISCO—International Radio Sales

SHOWMANSHIP
is a blank cartridge that explodes noisily but ineffectively unless it be coupled with
SALESMANSHIP
SALESMANSHIP
cannot realize its full effectiveness unless it be practiced upon the crowds obtained by
SHOWMANSHIP
WSAI

356,042 LIVING PROOFS OF SHOWMANSHIP THAT *SELLS!*

Crowds totaling 253,875 gravitated to WSAI's Studio during the 14 days of Cincinnati's 26th Annual Pure Food Exposition.

Paid admissions totaling 102,167 were reported by the Northern Kentucky Food Show, with WSAI the *only* radio help, the *only* radio station permitted in the show.

That adds up, in these two instances alone, to 356,042 *living proofs* of *showmanship.*

This ability to attract listeners in multitudes has so impressed so many sponsors that WSAI is now second only to WLW in total business in Cincinnati.

And WSAI's showmanship is showmanship that *sells* . . . sells this station to more *time*-buyers because it sells their advertised brands to more *product*-buyers.

We can add *your* product to the buying lists of hundreds of thousands of the 1,600,000 who live in the tri-state trading area served by Cincinnati's Own Station.

NBC RED AND BLUE—5000 WATTS NIGHT AND D

WSAI

CINCINNATI'S OWN STATION

REPRESENTED BY INTERNATIONAL RADIO SALES
NEW YORK CHICAGO LOS ANGELES

XUM

Directory of

BROADCASTING STATIONS OF THE UNITED STATES

•—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. S H—Specified Hours. S H N—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. S A—Special Authorization. U—Unlimited. CP—Construction Permit Issued.

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANNISTON	WHMA	1420 **1450**	250 **IV**	Harry M. Ayers WHMA Bldg. 2380	....	Harry M. Ayers John S. Pitts A. Lynne Brannen	Edwin Mullinax J. Allen Brown Vernon V. Story	....
BIRMINGHAM	WAPI	1140 **1070**	5,000 **II**	Leased from State College by Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt Thad Holt	Lionel Baxter H. H. Holtshouser N. S. Hurley	Radio Sales
	WBRC	930 **960**	5,000-LS 1,000-N CP-5,000-U **III-A**	Birmingham Bcstg. Co. Inc. 2300 Fifth Ave., North 3-9293	NBC-Red	K. G. Marshall J. C. Bell J. C. Bell	John M. Connolly John M. Connolly J. C. Bell	Raymer
	WSGN	1310 **1340**	250 **IV**	Birmingham News Co. Dixie Carlton 4-3434	NBC-Blue MBS Alabama	Victor H. Hanson Henry P. Johnston Henry P. Johnston	.... Carl Cannon Paul B. Cram	Headley-Reed
DECATUR	WMSL	1370 **1400**	250 **IV**	Tennessee Valley Bcstg. Co. Inc. Mutual Savings Life Bldg. 802	MBS Alabama	M. K. Vickrey M. K. Vickrey Donald Sims	John Boggess D. L. Sims Hudie Brown	Headley-Reed
DOTHAN	WAGF	1370 **1400**	250-D **IV**	Dothan Broadcasting Co. Dothan 1430	....	Julian C. Smith Fred C. Moseley John T. Hubbard Horace Hall	....	....
GADSDEN	WJBY	1210 **1240**	250 **IV**	Gadsden Broadcasting Co. Inc. 108 Broad St. 88	MBS Alabama	B. H. Hopson B. H. Hopson J. W. Buttram	Beatrice Tate Benton Sam Benton William Pigg	Sears & Ayer
HUNTSVILLE	WBHP	1200 **1230**	250 **IV**	Wilton Harvey Pollard 318 W. Clinton St. 313	....	W. H. Pollard W. H. Pollard R. W. Albright	John Garrison .... John Garrison	....
MOBILE	WALA	1380 **1410**	1,000-LS 500-N CP-5,000-U **III-A**	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	NBC	W. O. Pape W. O. Pape J. H. Hunt, Jr. H. K. Martin	Jack Lewis .... R. M. Cole	Perry
	WMOB	1200 **1230**	250 **IV**	S. B. Quigley 600 St. Louis St. Belmont 2581	MBS	S. B. Quigley S. B. Quigley F. E. Busby	L. B. Jenkins F. E. Busby T. L. Greenwood	Forjoe
MONTGOMERY	WCOV	1210 **1240**	100 CP-250 **IV**	Capitol Broadcasting Co. Inc. 2 Montgomery St. Cedar 3301	CBS	G. W. Covington, Jr. G. W. Covington, Jr. G. W. Covington, Jr.	Weston E. Britt John C. Hughes James Brewer	Sears & Ayer
	WSFA	1410 **1440**	1,000-LS 500-N **III-B**	Montgomery Bcstg. Co. Inc. Jefferson Davis Hotel Cedar 5880	NBC Alabama	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart Howard E. Pill Paul B. Duncan	Headley-Reed
MUSCLE SHOALS CITY	WMSD	1420 **1450**	250 **IV**	Muscle Shoals Bcstg. Corp. Box 688, Sheffield, Ala. 181	....	Mrs. E. L. Chapman Joe VanSandt Joe VanSandt	James Connolly James Connolly Maurice McKinney	Sears & Ayer
OPELIKA	WJHO	1370 **1400**	250-LS 100-N **IV**	Opelika-Auburn Bcstg. Co. 1400 Auburn Rd. 750	....	Partnership J. H. Orr J. H. Orr	Kenneth C. Vance .... Robert B. Wilds	....
SELMA	WHBB	1500 **1490**	100 **IV**	Selma Broadcasting Co. Inc. 209 Washington St. 1233	MBS Alabama	B. H. Hopson Julien Smith, Jr. Julien Smith, Jr.	Don Campbell Erwin Reynolds John Yarns	Sears & Ayer
TUSCALOOSA	WJRD	1200 **1230**	250 **IV**	James R. Doss, Jr. First National Bank Bldg. 4464	Alabama	James R. Doss, Jr. J. L. Doss J. Ed Reynolds	Wilhelmina Quarles .... Fred James	....

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
GLOBE	KWJB	1210 **1240**	250 **IV**	Sims Broadcasting Co. Globe 41	ABC	Bartley Sims Bartley Sims Gordon Dennis	Dan Bennage .... Wayne Fernyhough	....
JEROME	KCRJ	1310 **1340**	250 **IV**	Central Arizona Bcstg. .Co. 711 Hampshire Blvd. 88	ABC	Mrs. Della Tovrea Stuart Howard Kuhn	.... D. E. Towne	....
LOWELL	KSUN	1200 **1230**	250 **IV**	Copper Electric Co. Inc. Drawer C, Lowell Sta., Bisbee 9	Arizona	Carleton W. Morris Carleton W. Morris Gerald O'Brien	.... Raymond W. Grammes	....
PHOENIX	KOY	550 **550**	1,000 **III-A**	Salt River Valley Bcstg. Co. 836 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Fred A. Palmer Fred A. Palmer	John R. Williams Gordon Wiggin R. B. Thompson	Blair
	KPHO	1200 **1230**	250 **IV**	M. C. Reese Phoenix	....	M. C. Reese	....	....
	KTAR	620 **620**	5,000 **III-A**	KTAR Broadcasting Co. Heard Bldg. 4-4161	NBC ABC	Arizona Republic-Gazette Dick Lewis J. R. Heath	J. Howard Pyle K. M. Fennington Arthur C. Anderson	Raymer

XUM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

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ARIZONA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PRESCOTT.........	KYCA	1500 **1490**	250 **IV**	Southwest Broadcasting Co. Prescott 244	ABC	Albert Stetson Albert Stetson Albert Stetson	Mucio Delgado .... Norman Dewes	....
SAFFORD...........	KGLU	1420 **1450**	250 **IV**	Gila Broadcasting Co. Inc. Safford 15	NBC	Louis F. Long Paul Merrill Paul Merrill	Norman Harrington Paul Merrill August Brieske	....
TUCSON............	KTUC	1370 **1400**	250 **IV**	Tucson Broadcasting Co. Box 390 5800	CBS Arizona	Burridge Butler John C. Merino John C. Merino	Mac C. Matheson .... Clifford Livingston	McGillvra
	KVOA	1260 **1290**	1,000 **III-A**	Arizona Broadcasting Co. Inc. Tucson	NBC	R. B. Williams R. B. Williams	....	Raymer
YUMA..............	KYUM	1210 **1240**	250 **IV**	Yuma Broadcasting Co. 19th Ave. & First St. 88	NBC ABC	John H. Huber G. E. Akers George D. Smirl	Clark Watterson .... L. B. Shaw	....

ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BLYTHEVILLE......	KLCN	1290 **1320**	100-D **IV**	Fred O. Grimwood Railroad & Walnut Sts. 1000	....	Fred O. Grimwood Fred O. Grimwood Cleo Garner	Patricia Ames Harold Sudbury Joe E. Harrington	....
EL DORADO........	KELD	1370 **1400**	250 **IV**	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	Tom H. Barton F. E. Bolls F. E. Bolls	Jerry Doggett Ewing Canaday John Riley	McGillvra
FORT SMITH.......	KFPW	1370 **1400**	250 **IV**	Southwestern Hotel Co. Goldman Hotel Bldg. 7069	Arkansas	John A. England Dorothy Gibson Jimmie Barry	Dorothy Gibson C. H. Miller Duane Hoisington	....
HOT SPRINGS......	KTHS	1040† SA-1060 **1090**	10,000 **I-B**	Chamber of Commerce 135 Benton St. 1160	NBC-Red	Lewis Brenner John I. Prosser John I. Prosser	Ewald Kockritz Ewald Kockritz J. Clinton Norman	Blair
	KWFC	1310 **1340**	250 **IV**	Hot Springs Broadcasting Co. 819½ Central Ave. 412	....	{Clyde E. Wilson {Howard A. Shuman Howard A. Shuman J. Franklin Rough	Jack J. Wolever Jack J. Wolever Charles Walter Greenley	....
JONESBORO........	KBTM	1200 **1230**	250-LS 100-N **IV**	Regional Broadcasting Co. 104½ W. Washington St. 433	Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Martha Jean Booker .... J. C. Warren	....
LITTLE ROCK......	KARK	890 **920**	5,000 **III-A**	Arkansas Radio & Equip. Co. 212 Center St. 2-1841	NBC-Red So. Central	Tom H. Barton G. E. Zimmerman C. K. Beaver	Paul O. Godt C. K. Beaver Dan L. Winn	Petry
	KGHI	1200 **1230**	250 **IV**	Arkansas Broadcasting Co. Gazette Bldg. 9166	....	A. L. Chilton R. G. Terrill R. G. Terrill	D. R. Corbett R. G. Terrill K. F. Tracy	....
	KLRA	1390 **1420**	5,000 **III-A**	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler Ray Lang	Alleene Ables P. E. Denton K. F. Tracy	Katz
PINE BLUFF........	KOTN	1500 **1490**	250 **IV**	Universal Broadcasting Corp. 505½ Main St. 721	....	James A. Noe B. J. Parrish C. C. Brookings	Frederica Whitworth R. W. Etter J. R. Whitworth	....
SILOAM SPRINGS..	KUOA	1260 **1290**	5,000-D **III**	KUOA Inc. Siloam Springs 77	....	Richard Hodges Storm Whaley Storm Whaley	.... J. L. Miller	Furgason & Walker
TEXARKANA........	KCMC	1420 **1450**	250 **IV**	**(See Texarkana, Tex.)**				

† KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore, on 1060 kc.

CALIFORNIA

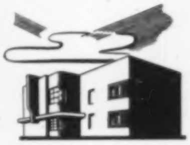
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BAKERSFIELD......	KERN	1380 **1410**	1,000 **III-A**	McClatchy Broadcasting Co. Elks Bldg. 5700	NBC-Blue California	Guy C. Hamilton Robert Stoddard Robert Stoddard	Paul Bartlett Walt Lynn L. E. Shatto	Raymer
	KPMC	1550 **1600**	1,000 **III-A**	Pioneer Mercantile Co. Box 1709 4500	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	C. C. Sturm Harold Carlock Leo P. Jarvis	Blair
BERKELEY.........	KRE	1370 **1400**	250 **IV**	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7715	....	Arthur Westlund Arthur Westlund Arthur Westlund	Don Hambly Don Hambly Roy Wiseman	....
CHICO.............	KHSL	1260 **1290**	1,000-LS 500-N **III-B**	Golden Empire Bcstg. Co. Morehead Bldg. 237	MBS Don Lee	Hugh McClung M. F. Woodling S. Earl Wright	Ross H. Snyder Oscar B. Sundberg E. P. Milburn	Blair
EL CENTRO........	KXO	1500 **1490**	100 **IV**	Valradio Inc. El Centro	MBS Don Lee	Thomas E. Sharp	....	Blair
EUREKA...........	KIEM	1450 **1480**	1,000-LS 500-N **III-B**	Redwood Bcstg. Co. Inc. Box 43 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Don Telford	Chas. Paul Corbin Don Telford Wm B. Smullin	Blair

FROM THE MUTUAL DON LEE BROADCASTING SYSTEM...

Happy NEW Year!

DON LEE'S INCREASED FACILITIES MEAN NEW OPPORTUNITIES FOR ADVERTISERS...

NEW



STUDIOS

Don Lee's brand-new, $500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.

NEW

COVERAGE

Don Lee adds two new stations to guarantee complete coverage.* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

**Latest figures show Pacific Coast population increased to nearly 10 million!*

NEW

POWER

Power increases to 5000 watts full time on three Don Lee key outlets—Los Angeles, Portland, San Francisco—further insure Don Lee's dominance in these major markets.

NEW

BUSINESS

Don Lee chalked up a 78% increase in regional business over last year . . . more than *twice as much* as *all other Pacific Coast networks combined.* Advertisers know Don Lee coverage pays—at the cash register.

MUTUAL DON LEE BROADCASTING SYSTEM

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

THE NATION'S GREATEST REGIONAL NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. S H—Specified Hours. S H N—Specified Hours Night.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1941)

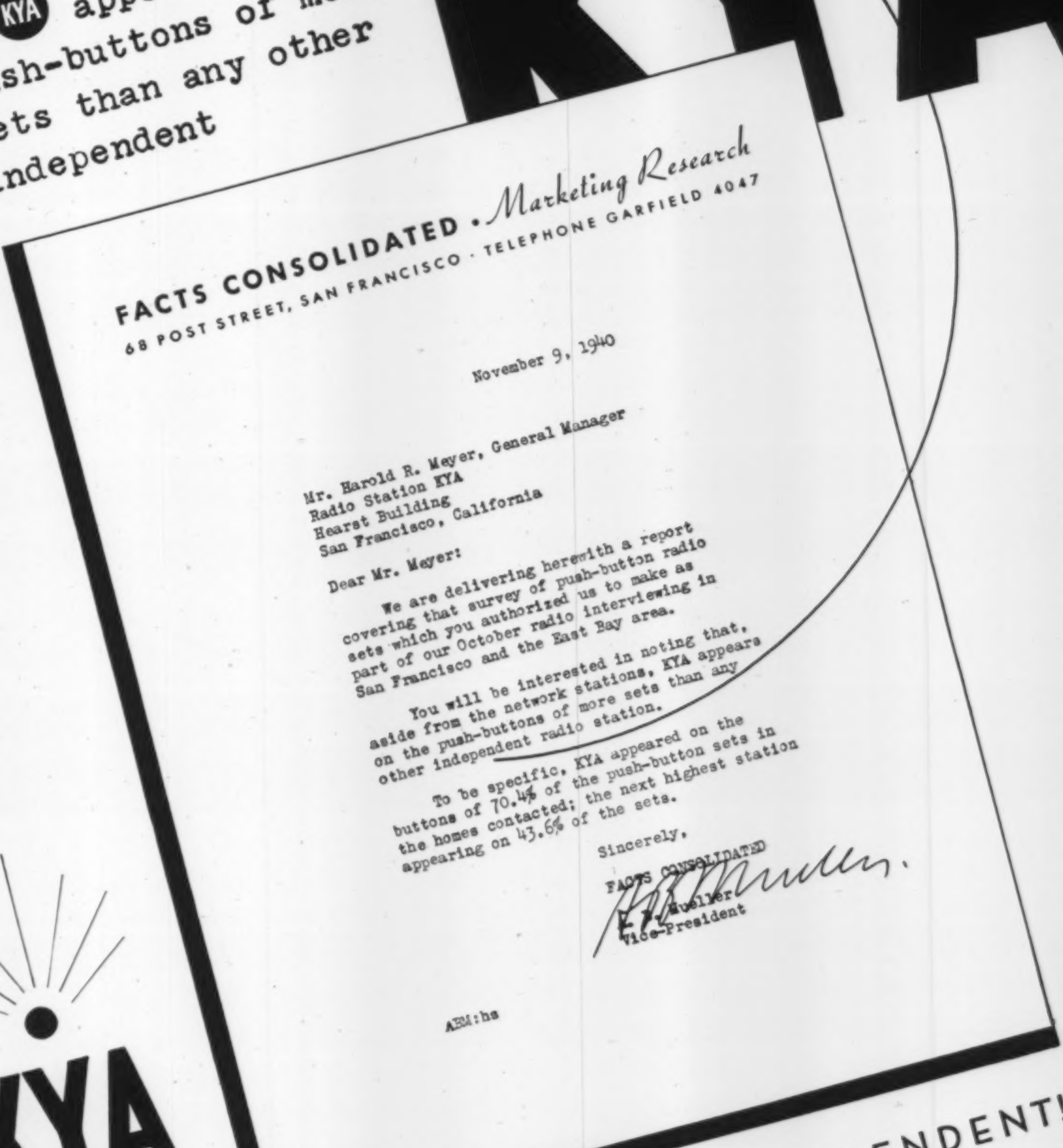
Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FRESNO............	KARM	1310 **1340**	250 **IV**	George Harm Estate 1333 Van Ness Ave. 4-2966	CBS	George Harm Estate Clyde Coombs Don C. Robbins	Dick Wegner .... John F. Scales	McGillvra Townsend
	KMJ	580 **580**	5,000 **III-A**	McClatchy Broadcasting Co. Van Ness & Calaveras 3-6277	NBC-Red California	Guy C. Hamilton Keith Collins Keith Collins	Frank Wilbur Gene Chenault Irvin Dickinson	Raymer
GLENDALE.........	KIEV	850 **870**	250-D **II**	Cannon System Ltd. Glendale Chapman 52399	....	{David H. Cannon {Reed E. Callister	....	....
LONG BEACH......	KFOX	1250 **1280**	1,000 **III-A**	Nichols &'Warinner Inc. 220 E. Anaheim 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	....
	KGER	1360 **1390**	1,000 **III-A**	Consolidated Bcstg. Corp. 435 Pine Ave., Long Beach 643 So. Olive, Los Angeles Long Beach: 660-41 Los Angeles: Madison 2551	....	C. Merwin Dobyns C. Merwin Dobyns John A. Dobyns	Helene Smith Tom Hunter Jay Tapp	....
LOS ANGELES......	KECA	780 **790**	5,000-LS 1,000-N CP-5,000-U **III-A**	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Blue	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch Dave Nowinson {Curtis W. Mason {H. L. Blatterman	Free & Peters
	KFAC	1300 **1330**	1,000 **III-A**	Los Angeles Broadcasting Co. Inc. 645 S. Mariposa St. Fitzroy 1234	....	Calvin J. Smith, Jr. Calvin T. Smith C. T. Hughes	Van des Autels .... H. W. Anderson	....
	KFI	640 **640**	50,000 **I-A**	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Red	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch Dave Nowinson {Curtis W. Mason {H. L. Blatterman	Petry
	*KFSG	1120 ST-KRKD **1150**	2,500-LS 1,000-N **III-A**	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	....	Aimee Semple McPherson Phil Kerr	Phil Kerr .... Myron Kluge	....
	KFVD	1000 L-WHO **1020**	1,000 **II**	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	....	J. Frank Burke J. Frank Burke, Jr. F. J. Smalley, Jr.	Howard Grey F. J. Smalley, Jr. John A. Smithson	Forjoe
	KFWB	950 **980**	5,000 **III-A**	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151	California	L. J. Halper Harry Maizlish Jack O. Gross	Manning Ostroff Dave Davidson Harry Myers	Raymer
	KGFJ	1200 **1230**	100 **IV**	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	....	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirchner H. Duke Hancock H. Duke Hancock	....
	KHJ	900 **930**	5,000-LS 1,000-N CP-5,000-U **III-A**	Don Lee Bcstg. System 5515 Melrose Ave. Hollywood 8111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Wilbur Eickelberg	Van C. Newkirk Henry A. Gerstenkorn Frank Kennedy	Blair
	KMPC (Beverly Hills)	710 **710**	5,000-LS 1,000-N CP-5,000-U **II**	KMPC, The Station of the Stars Inc. 9631 Wilshire Blvd. Oxford 6-6211	CBS	G. A. Richards Leo B. Tyson Robert O. Reynolds	Arthur Faust William Anderson Roger Love	KMPC
	KMTR	570 **570**	1,000 **III-A**	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	....	Victor E. Dalton Kenneth O. Tinkham Kenneth O. Tinkham	Kenneth O. Tinkham Kenneth O. Tinkham Carroll Hauser	Burn-Smith
	KNX	1050 **1070**	50,000 **I-B**	Columbia Bcstg. System Inc. 6121 Sunset Blvd. Hollywood 1212	CBS	CBS-Donald W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales
	KRKD	1120 ST-KFSG **1150**	2,500-LS 1,000-N **III-A**	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	....	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard R. Bell .... Willis O. Freitag	Forjoe McGillvra
MARYSVILLE.......	KMYC	1420 **1450**	100 **IV**	Marysville-Yuba City Broadcasters State Theatre Bldg. 2080	MBS Don Lee	Horace Thomas Walter Conway Paul McConnell	Ken Gorsuch Robert Hambly Leon Stauffer	Blair
MERCED...........	KYOS	1040 **1080**	250-D **II**	Merced Broadcasting Co. G Street Grade 1430	MBS Don Lee	Peter McClung David S. Ballou David S. Ballou	Charles Kinsley, Jr. David S. Ballou La Rue Curd	Blair
MODESTO..........	KTRB	740 **860**	250-D **II**	KTRB Broadcasting Co. Inc. Box 405 774	....	William H. Bates, Jr. William H. Bates, Jr. Doug McCreary	Cecil Lynch Cecil Lynch Wayne L. Berthold	....
MONTEREY........	KDON	1210 **1240**	100 **IV**	Monterey Peninsula Bcstg. Co. 275 Pearl St. 8111	MBS Don Lee	Allen Griffin Howard V. Walters Howard V. Walters	.... Omer Wright	Blair
OAKLAND..........	KLS	1280 **1310**	250 CP-1,000 **III-A**	Warner Brothers 327 21st St. Higate 1212	....	S. W. & E. N. Warner S. W. Warner F. Wellington Morse	Catherine deCosta F. Wellington Morse Russell Butler	....
	KLX	880 **910**	1,000 **III-A**	Tribune Building Co. Tribune Tower Templebar 6000	....	J. R. Knowland, Jr. Preston D. Allen Preston D. Allen	Charles Lloyd .... R. S. Smith	....
	KROW	930 **960**	1,000 **III-A**	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	....	Wesley I. Dumm Philip G. Lasky Philip G. Lasky	Keith Kerby Don Logan C. E. Downey	Free & Peters
PASADENA.........	*KPPC	1210 ST-KFXM **1240**	100 **IV**	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	....	Frank M. Veale Frank M. Veale	Leon Hall .... H. Vincent Parsons	....
REDDING..........	KVCV	1200 **1230**	250 **IV**	Golden Empire Bcstg. Co. Box 447 900	MBS Don Lee	Hugh McClung Frank H. Coffin Harold Winther	Orville F. Burda .... John E. Boren	Blair

KYA appears on the push-buttons of more sets than any other independent

KYA



FACTS CONSOLIDATED • *Marketing Research*
68 POST STREET, SAN FRANCISCO • TELEPHONE GARFIELD 4047

November 9, 1940

Mr. Harold R. Meyer, General Manager
Radio Station KYA
Hearst Building
San Francisco, California

Dear Mr. Meyer:

We are delivering herewith a report covering that survey of push-button radio sets which you authorized us to make as part of our October radio interviewing in San Francisco and the East Bay area.

You will be interested in noting that, aside from the network stations, KYA appears on the push-buttons of more sets than any other independent radio station.

To be specific, KYA appeared on the buttons of 70.4% of the push-button sets in the homes contacted; the next highest station appearing on 43.6% of the sets.

Sincerely,

FACTS CONSOLIDATED

[illegible] Mueller
Vice-President

AEM:hs

KYA
1230 KC
5000 W. DAY
1000 W. NIGHT

SAN FRANCISCO'S LEADING INDEPENDENT!

EXAMINER BUILDING • SAN FRANCISCO • Harold H. Meyer, General Manager
REPRESENTED BY • INTERNATIONAL RADIO SALES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

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CALIFORNIA—(Continued)

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SACRAMENTO	KFBK	1490 **1530**	10,000 **I-B**	McClatchy Broadcasting Co. 708 Eye St. Main 5000	NBC-Blue California	Guy C. Hamilton C. Howard Lane Leo Ricketts	George Breece Henry Jacobsen Norman D. Webster	Raymer
	KROY	1210 **1240**	100 **IV**	Royal Miller Hotel Sacramento Main 666	CBS	Royal Miller Will Thompson, Jr. D. E. Lundy	Garland Schuler Elton Rule Milton Cooper	Biddick McGillvra
SAN BERNARDINO	KFXM	1210 ST-KPPC **1240**	250 **IV**	Lee Bros. Broadcasting Co. 512 Fifth St. 4761	MBS Don Lee	J. C. & E. W. Lee J. Clifford Lee Gene W. Lee	Howard Baichly George R. Burns Richard T. Sampson	Blair
SAN DIEGO	KFMB (Construction permit)	1420 **1450**	250 **IV**	Worcester Broadcasting Co. San Diego	....	Warren B. Worcester	....	....
	KFSD	600 **600**	1,000 CP-5,000 **III-A**	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC-Blue California	Thomas E. Sharp Thomas E. Sharp John Babcock	Leah McMahon John Babcock	Raymer
	KGB	1330 **1360**	1,000 **III-A**	Don Lee Bcstg. System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee S. W. Fuller D. J. Donnelly	James Dillon S. W. Fuller M. Cater	Blair
SAN FRANCISCO	KFRC	610 **610**	5,000 **III-A**	Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee W. D. Pabst W. D. Ingrim	B. Harkins H. L. Kreidt E. Underwood	Blair
	KGO	790 **810**	7,500 **II** **(Proposed I-B 10,000)**	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Blue	General Electric Co.-NBC A. E. Nelson William B. Ryan	Glenn Dolberg Robert J. McAndrews Curtis Peck	NBC
	KJBS	1070 L-WTAM **1100**	500 **II**	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	....	Ralph R. Brunton E. P. Franklin E. P. Franklin	Harry Wickersham .... Willard Tiffany	Griffith McGillvra
	KPO	680 **680**	50,000 **I-B**	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Red	NBC-A. E. Nelson A. E. Nelson William B. Ryan	Glenn Dolberg Robert J. McAndrews Curtis Peck	NBC
	KSAN	1420 **1450**	250 **IV**	Golden Gate Bcstg. Corp. Merchandise Mart Bldg. Market 8171	California	S. H. Patterson Lou Keplinger Lou Keplinger	Lee Goldsmith Lewis Allan Mel Williams	Forjoe
	KSFO	560 **560**	5,000-LS 1,000-N **III-A**	Associated Broadcasters Inc. Palace Hotel Bldg. Garfield 4700	CBS	Wesley I. Dumm Lincoln Dellar Haan J. Tyler	Clifton Howell Jack Cowden R. V. Howard	Petry
	KYA	1230 **1260**	5,000-LS 1,000-N **III-A**	Hearst Radio Inc. Hearst Bldg. Douglas 2536	California	Hearst Radio Inc. Harold H. Meyer Harold H. Meyer	Reiland Quinn Reiland Quinn Paul C. Schulz	International
SAN JOSE	KQW	1010 **740**	5,000 **II**	Pacific Agricultural Foundation Ltd. 87 E. San Antonio St. Ballard 2616	....	Ralph L. Brunton C. L. McCarthy H. O. Fiebig	Ray Lewis .... C. V. Davey	Reynolds-Fitzgerald
SAN LUIS OBISPO	KVEC	1200 **1230**	250 **IV**	Valley Electric Co. Mt. View & Hill Sts. 1100	MBS Don Lee	Christina M. Jacobsen Les Hacker John C. Clifton	Aram Rejebian John C. Clifton Earle Travis	Blair
SANTA ANA	KVOE	1500 **1490**	250 **IV**	Voice of the Orange Empire Inc. 307 N. Broadway 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer F. E. Wendling	Wallace S. Wiggins Jim Lyons Stanley Sandstorm	Blair
SANTA BARBARA	KDB	1500 **1490**	250 **IV**	Santa Barbara Broadcasters Ltd. 17 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee Earl Pollock A. Manuel	R. Perry .... W. Radke	Blair
	KTMS	1220 **1250**	1,000 **III-B**	News-Press Publishing Co. De la Guerra Plaza 611	NBC-Blue California	Thomas M. Storke Frank V. Webb, Jr. Frank V. Webb, Jr.	.... Kenneth Taylor	Raymer
SANTA ROSA	KSRO	1310 CP-1320 **1350**	250 CP-1,000 **III-B**	Press-Democrat Publishing Co. Press-Democrat Bldg. 110	....	E. L. Finley	....	....
STOCKTON	KGDM	1100 **1130**	1,000-D **II**	E. F. Peffer 40 S. California St. 4-4551	....	E. F. Peffer E. Smith E. Smith	Don Ralph	....
	KWG	1200 **1230**	100 **IV**	McClatchy Broadcasting Co. Wolf Hotel 2-2727	NBC-Blue California	Guy C. Hamilton George Ross George Ross	Nelda Ormiston Don Davis Russell Bennett	Raymer
VISALIA	KTKC	890 **920**	1,000 **III-B**	Tulare-Kings Counties Radio Assoc. Box 511 575	MBS Don Lee	Charles A. Whitmore Charles P. Scott Milliard Kibbe	Ken Aitken Charles P. Scott Bert Williamson	Blair
WATSONVILLE	KHUB	1310 **1340**	250 **IV**	John P. Scripps Watsonville 1700	....	John P. Scripps E. W. Slusser E. W. Slusser	.... Ed Duty	Forjoe

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALAMOSA	KGIW	1420 SH-KIDW **1450**	100 **IV**	E. L. Allen East Alamosa 26	....	E. L. Allen E. L. Allen E. L. Allen	Lloyd Allen Lloyd Allen Will M. Thomas	....
COLORADO SPRINGS	KVOR	1270 **1300**	1,000 **III-A**	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Dudley Tichenor Dudley Tichenor	Elaine Clemons Jack G. Kenton H. C. Strang	Katz
DENVER	KFEL	920 **950**	1,000 CP-5,000 **III-A**	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Gene O'Fallon Gene O'Fallon Frank Bishop Holly Moyer	Don McCaig Don McCaig Charles Hastings	Blair
	KLZ	560 **560**	5,000 **III-A**	KLZ Broadcasting Co. Shirley-Savoy Hotel Main 4271	CBS	E. K. Gaylord Hugh B. Terry Hugh B. Terry	Arthur Worth R. C. Groffmann T. A. McClelland	Katz
	KMYR (Construction permit)	1310 **1340**	250-LS 100-N **IV**	F. W. Meyer Denver	....	F. W. Meyer	....	....

Climb Aboard!

Breakfast
CEREAL
SOAP
SHAVING CREAM
COFFEE
SOAP FLAKES
SOUP
CIGARETTES

KLZ IS GOING YOUR WAY!

KLZ's intensified and directed power in the Denver-Rocky Mountain region is offering sponsors a streamlined vehicle for going places, seeing people and doing things.

It goes the right places, for within its ½ mv contour lives 93% of the population of thickly populated eastern Colorado. It sees the right people, for in eastern Colorado the bulk of the buying power of the state is concentrated. It does the right things, for it provides a swift and sure method of entering the homes of the Denver-Rocky Mountain area.

KLZ offers coverage where it counts . . . coverage where population is thickest, where buying is heaviest, where selling is most profitable. Put your products on the through train to sales results. Put them on KLZ.

KLZ ◇ DENVER

CBS Affiliate—560 Kilocycles

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING COMPANY AND WKY, OKLAHOMA CITY—REPRESENTED BY THE KATZ AGENCY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. S H—Specified Hours. S H N—Specified Hours Night.*
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COLORADO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DENVER—Continued	KOA	830 **850**	50,000 **I-A**	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC-Red	General Electric Co.-NBC Lloyd E. Yoder A. W. Crapsey	Clarence C. Moore James R. MacPherson Robert H. Owen	NBC
	*KPOF	880 ST-KFKA **910**	1,000 **III-A**	Pillar of Fire Inc. 1845 Champa St. Tabor 3733	....	Bishop Alma White Arthur K. White	Kathleen M. White .... Paul H. Schissler	....
	KVOD	630 **630**	1,000 **III-A**	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	NBC-Blue	W. D. Pyle T. C. Ekrem Con Hecker	Joe E. Finch Ben Stanton {W. D. Pyle {T. C. Ekrem	....
DURANGO..........	KIUP	1370 **1400**	250 **IV**	San Juan Broadcasting Co. 2800 Main St. 117	....	J. W. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner Raymond M. Beckner Gordon L. Schmehl	....
GRAND JUNCTION.	KFXJ	1200 **1230**	250 **IV**	Western Slope Broadcasting Co. Hotel La Court 126	MBS	Rex Howell Rex Howell Charles Howell	Alice Barber Rex Howell Fred Mendenhall	....
GREELEY...........	KFKA	880 ST-KPOF **910**	1,000 **III-A**	Mid-Western Radio Co. 620 Eighth Ave. 450	MBS	H. E. Green Francis Price	Dorothy Baldwin	Furgason & Walker
LA JUNTA..........	KOKO	1370 **1400**	100 **IV**	Southwest Broadcasting Co. Box 225 42	....	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Jack Lund	....
LAMAR.............	KIDW	1420 SH-KGIW **1450**	100 **IV**	Lamar Broadcasting Co. 129 Elm St. 16	....	W. G. Brown Carlton R. Anderson Dudley Pultz	Melvin Alsbury C. R. Anderson Paul L. Lehman	....
PUEBLO............	KGHF	1320 **1350**	500 **III-B**	Curtis P. Ritchie Pueblo Savings & Trust Bldg. 3877	NBC-Blue	Curtis P. Ritchie J. H. McGili Maxson Revens	Fred Amos Maxson Bevens Phil Gundy	Wilson
STERLING..........	KGEK	1200–SH **1230**	100 **IV**	Elmer G. Beehler Sterling 679	....	Elmer G. Beehler Elmer G. Beehler Elmer G. Beehler	Al Ross .... Elmer G. Beehler	....

CONNECTICUT

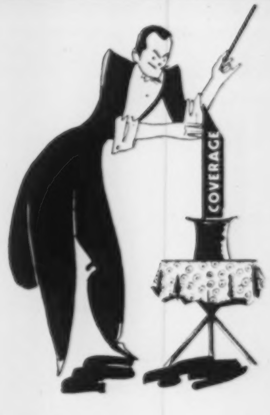
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT.......	WICC	600 **600**	1,000–LS 500–N **III-B**	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue MBS Yankee Colonial	John Shepard 3rd Joseph Lopez Norman Whittaker	Florence Ballou Robert Playfair Garo W. Ray	Petry
	WNAB (Construction permit)	1420 **1450**	250 **IV**	Harold Thomas Bridgeport	....	Harold Thomas Harold Thomas	Wolcott Wyllie .... Harold Thomas	....
HARTFORD.........	WDRC	1330 **1360**	5,000 **III-A**	WDRC Inc. 750 Main St. 7-1188	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter Haase William F. Malo Italo A. Martino	Raymer
	WTHT	1200 **1230**	250 **IV**	The Hartford Times 983 Main St. 2-0237	MBS Colonial	Frank E. Gannett Cedric W. Foster C. Glover DeLaney	Laureat H. Martineau C. Glover DeLaney Richard K. Blackburn	McKinney
	WTIC	1040 **1080**	50,000 **I-B**	Travelers Bcstg. Service Corp. 26 Grove St. 2-3181	NBC-Red Yankee	Travelers Insurance Co. Paul W. Morency Walter Johnson	Thomas C. McCray James F. Clancy J. Clayton Randall	Weed
NEW BRITAIN......	WNBC	1380 **1410**	1,000 CP-5,000–LS **III-B**	State Broadcasting Corp. 54 Pratt St., Hartford 7-9131	NBC-Blue American	{Patrick J. Goode {H. A. Lafount Richard W. Davis Laurence C. Edwardson	Ralph Kanna Richard W. Davis Rogers B. Holt	Headley-Reed
NEW HAVEN.......	WELI	930 **960**	500–LS 250–N CP-1,000–LS 500–N **III-B**	City Broadcasting Corp. 221 Orange St. 8-1133	MBS American	{Patrick J. Goode {H. A. Lafount James T. Milne James T. Milne	Charles H. Wright James T. Milne T. Gordon Keyworth	Rambeau
NEW LONDON.....	WNLC	1500 **1490**	250 **IV**	Thames Broadcasting Corp. 281 State St. 4900	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Len W. Stevens Ivon B. Newman Francis Garufy	....
WATERBURY.......	WATR	1290 **1320**	250 **IV**	WATR Co. Inc. 71 Grand St. 3-5161	MBS Yankee Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker Martin Bawes Harold Thomas	Furgason & Walker
	WBRY	1530 **1590**	1,000 CP-5,000 **III-A**	American-Republican Inc. 136 Grand St. 3-1125	CBS	W. J. Pape E. J. Frey Murray L. Grossman	Jack Henry E. J. Frey Frank B. Hales	McGillvra

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON......	WDEL	1120 **1150**	1,000–LS 250–N CP-5,000 **III-A**	WDEL Inc. 10th & King Sts. 7268	NBC-Red Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Lonny Starr J. E. Mathiot	Raymer
	WILM	1420 **1450**	250 **IV**	Delaware Broadcasting Co. 920 King St. 7268	MBS Mason-Dixon	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Robert Kelly Byron Millenson J. E. Mathiot	Raymer

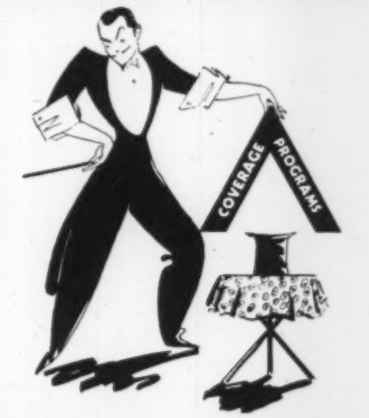
There's a TRICK
to buying TIME

①



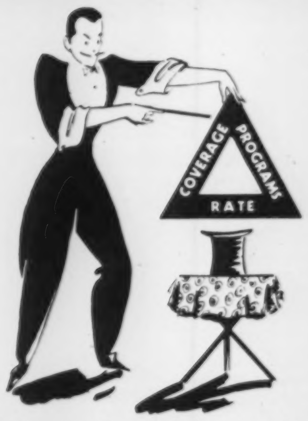
Start with the station's coverage, or potential audience. This depends on its signal strength, and the nearness of other stations delivering the same programs with an equal or better signal. This information is available.

②



Next, check the station's programs, to determine the percentage of the potential audience which is actually delivered. And take the average for the entire schedule, not a few "high spots." This information is available.

③



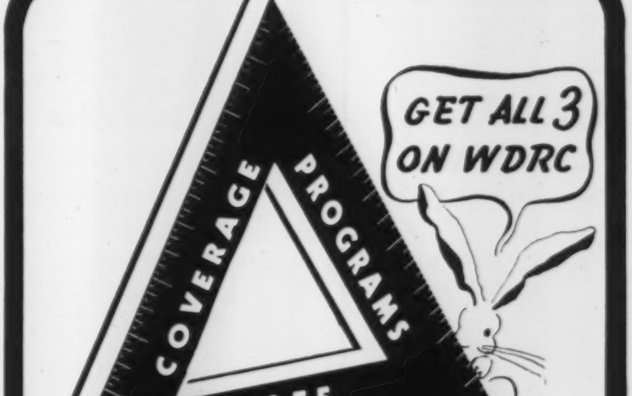
Last, consider the rate and what you pay for the audience the station delivers in its market. This completes the information you need, and gives you a formula for picking the best radio station in any one market.

TO ILLUSTRATE the formula, we've designed an equilateral triangle. On one side, you have coverage. On the other, programs. And on the base of the triangle, rate. Consider these three factors, and you inevitably get the right answer. If you've checked the Hartford market, you already know the answer here. You get all three . . . on WDRC.

The Advertising Test Station In The Advertising Test City

WDRC

CONNECTICUT'S PIONEER BROADCASTER



5,000 WATTS • BASIC CBS FOR CONNECTICUT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON......	WINX	1310 **1340**	250 **IV**	Lawrence J. Heller Eighth & Eye Sts., N. W. Republic 8000	....	Lawrence J. Heller Reggie Martin Reggie Martin	Fran Owen Jack B. Creamer Ralph E. Cannon, Jr.	Radio Advertis
	WJSV	1460 **1500**	50,000 **I-B**	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS-Harry Butcher A. D. Willard, Jr. William D. Murdock	Lloyd W. Dennis John H. Heiney Clyde M. Hunt	Radio Sales
	WMAL	630 **630**	5,000 **III-A**	National Broadcasting Co. Inc. Trans-Lux Bldg. Republic 4000	NBC-Blue	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John M. Dinwiddie A. E. Johnson	NBC
	WOL	1230 **1260**	1,000 **III-B** Proposed **III-A**	American Broadcasting Co. 1627 K St., N. .W. Metropolitan 0012	MBS	Mrs. Leroy Mark William B. Dolph James Fishback	Madeline Ensign James Fishback H. H. Lyon	International
	WRC	950 **980**	5,000 **III-A**	National Broadcasting Co. Inc. Trans-Lux Bldg. Republic 4000	NBC-Red	NBC-Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John M. Dinwiddie A E. Johnson	NBC
	WWDC (Construction permit)	1420 **1450**	250 **IV**	Capital Broadcasting Co. 1000 Connecticut Ave. N. W. National 7203	....	Stanley Horner Edwin M. Spence	....	....

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH...	WMFJ	1420 **1450**	250 **IV**	W. Wilbur Esch 126½ Magnolia Ave. 91	NBC-Blue	W. Wright Esch Billee B. Esch Billee B. Esch	Ray Clancy .... W. K. Ellenwood	Perry
DeLAND............	WPER (Construction permit)	1310 **1340**	250 **IV**	Tropical Broadcasting Co. DeLand	....	Carl E. Raymond	....	....
FORT LAUDERDALE	WFTL	1370 **1400**	250 **IV**	Tom M. Bryan 2700 S. Andrews Ave. 1300	....	Tom M. Bryan R. M. Tigert Perry N. Bryan	W. M. Johns R. M. Tigert Francis G. Carroll	....
FORT MYERS.......	WFTM	1210 **1240**	250 **IV**	Fort Myers Broadcasting Co. 51 E. First St. 818	....	W. E. Benns, Jr. W. E. Benns, Jr. W. E. Benns, Sr.	Margaret Williams Margaret Williams Charles Flint	....
GAINESVILLE.......	WRUF	830 L-KOA **850**	5,000 **II**	University of Florida Gainesville 1000	....	State of Florida Garland Powell Francis Kearney	Charles W. Dudley, Jr. .... Joseph Weil	Burn-Smith
JACKSONVILLE.....	WJAX	900 **930**	5,000–LS 1,000–N **III-A**	City of Jacksonville 1 Broadcast Place 5-5821	NBC-Red	Thomas C. Imeson John T. Hopkins III John T. Hopkins III	John T. Hopkins III John T. Hopkins III John T. Hopkins III	Blair
	WJHP	1290 **1320**	250 **IV**	Metropolis Co. Box 648 5-7610	NBC-Blue	John H. Perry H. G. Wells, Jr. I. M. Koger	J. Young .... Beecher Hayford	Perry
	WMBR	1370 **1400**	250 **IV**	Florida Broadcasting Co. 118 W. Adams St. 5-4387	CBS	Frank King Frank King Glenn Marshall, Jr.	Charles Melvin Stone Glenn Marshall, Jr. H. B. Greene	Raymer
LAKELAND.........	WLAK	1310 **1340**	250 **IV**	Lake Region Broadcasting Co. Inc. Box 1211 2127	NBC-Red	J. P. Marchant Bert Arnold Dave Brown	Gordon Fletcher Jim Jones W. Powell Hunter	....
MIAMI.............	WIOD	610 **610**	1,000 CP-5,000 **III-A**	Isle of Dreams Bcstg. Corp. 600 Biscayne Blvd. 3-6444	NBC-Red	D. J. Mahoney Hal I. Leyshon S. A. Vetter	Arch Robb Frank Jaffe M. C. Scott, Jr.	Hollingbery
	WQAM	560 **560**	1,000 **III-A**	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred W. Borton Fred Mizer	Hazel McGuire Norman McKay Fred Eugene Rider	Blair
MIAMI BEACH......	WKAT	1330 **1360**	1,000 **III-B**	A. Frank Katzentine 1759 N. Bay Road 5-7471	NBC-Blue	A. Frank Katzentine John C. McCloy Alex Campbell, Jr.	.... Tom Magee Arthur Smith	International
OCALA.............	WTMC	1500 **1490**	100 **IV**	Ocala Broadcasting Co. 1 Broadcast Place 128	NBC-Blue	John T. Alsop, Jr. Hal Davis Hal Davis	Lester Weil .... Bradley Overton	Perry
ORLANDO..........	WDBO	580 **580**	5,000–LS 1,000–N CP-5,000–U **III-A**	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Harold P. Danforth Harold P. Danforth	Ralph Rogers Carl Kettles James E. Yarbrough	Raymer
	WLOF	1200 **1230**	250 **IV**	Hazelwood Inc. Orlando	NBC-Blue	George B. Hills	....	....
PANAMA CITY......	WDLP	1200 **1230**	250–LS 100–N **IV**	Panama City Bcstg. Co. Inc. First & Mercer Sts. 777	....	Philip A. Roll Braden Ball Toni Veverka	Fred Philips .... Edwin L. Pierce	Perry
PENSACOLA........	WCOA	1340 **1370**	1,000–LS 500–N **III-B**	Pensacola Broadcasting Co. San Carlos Hotel 4111	NBC	John H. Perry Irving F. Welch W. R. Helie	Virgil Evans J. L. Larkin Bert Mead	Perry
ST. AUGUSTINE....	WFOY	1210 **1240**	250 **IV**	Fountain of Youth Bcstg. Co. Fountain of Youth Park 1400	CBS	Glenn Marshall, Jr. Glenn Marshall, Jr. Frank King	Winifred Hill John Cummins Pat Bernhard	....

MORE
MORE

POWER

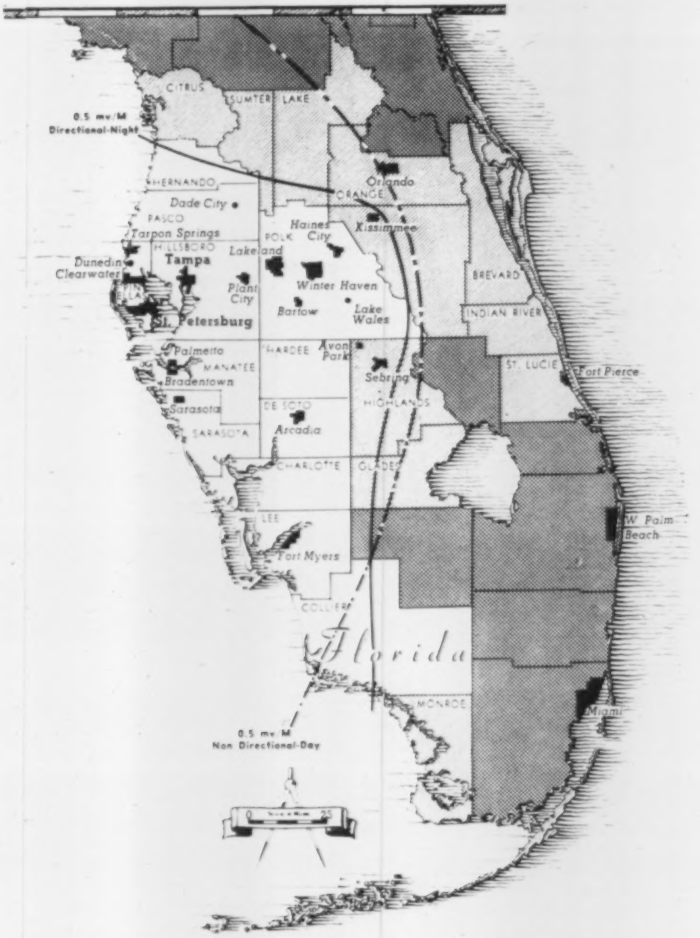
FOR US
FOR YOU

620-K.C. 5000 WATTS DAY-NIGHT 620-K.C.

NBC AFFILIATE

WSUN

SINCE 1927 THE
ESTABLISHED SERVICE
FOR THE **TAMPA**
TRADE TERRITORY
now
MORE THAN EVER THE
LISTENING HABIT
from
PENSACOLA to KEY WEST


0.5 mv/M
Directional-Night
CITRUS
SUMTER
LAKE
Orlando
ORANGE
HERNANDO
Dade City
PASCO
Tarpon Springs
HILLSBORO
Tampa
Dunedin
Clearwater
PINELLAS
St. Petersburg
Lakeland
Plant City
POLK
Haines City
Kissimmee
Winter Haven
Bartow
Lake Wales
BREVARD
INDIAN RIVER
Palmetto
MANATEE
Bradentown
HARDEE
Avon Park
Sebring
ST. LUCIE
Fort Pierce
Sarasota
SARASOTA
DE SOTO
Arcadia
HIGHLANDS
CHARLOTTE
GLADES
W. Palm Beach
LEE
Fort Myers
COLLIER
Florida
MONROE
Miami
0.5 mv/M
Non Directional-Day

Engineering field measurements by McNary and Chambers, Sept. 1940

FLORIDA LEADS ALL STATES! Earliest population census figures give Florida a 29.2% increase in population . . . . topping all other states. BONUS LISTENERS TOO!: During certain winter months a conservative estimate gives you at least DOUBLE the normal listening audience due to the tremendous number of winter visitors. Radio is their most important personal diversion. They're worth considering because they're above average in buying power!

Market Data

	Primary	*Secondary*	*Total*
Population, 1940*	460,691	198,763	659,454
Families, 1940	118,419	53,962	172,381
Radio Homes, 1940	82,730	34,790	117,520

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* *First release U. S. Census.*

WSUN

Business Office: Recreation Pier, St. Petersburg, Florida
LOUIS J. LINK, General Manager

INTERNATIONAL RADIO SALES NATIONAL REPRESENTATIVE

NEW YORK CHICAGO SAN FRANCISCO

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ST. PETERSBURG...	WSUN	620 SH-WFLA **620**	5,000 **III-A**	City of St. Petersburg Box 177 4747	NBC-Blue	City of St. Petersburg Louis J. Link Jerry Wigley	Fred Daiger Genevieve Burke Tom Herrin	International
	WTSP	1370 CP-1350 **1380**	250 CP-1,000-LS 500-N **III-B**	Pinellas Broadcasting Co. Fourth St. at 35th Ave. 8108	....	Nelson Poynter	Coburn Gum .... Garvin Combs	Radio Advertising
SARASOTA.........	WSPB	1420 **1450**	250 **IV**	WSPB Inc. Ringling Island 2541	....	Frank S. Lane Frank S. Lane Ken Flenniken	.... J. A. Buning	....
TALLAHASSEE......	WTAL	1310 **1340**	250-LS 100-N **IV**	Fla. Capitol Broadcasters Inc. Thomasville Highway 2160	....	Gilbert Freeman William Wyatt William Wyatt	Mildred Williams William Wyatt William A. Snowden, Jr.	Adams & Adams
TAMPA.............	WDAE	1220 **1250**	5,000 **III-A**	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	{David E. Smiley {Ralph Nicholson L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton J. F. Smiley William Pharr Moore	Raymer
	WFLA	620 SH-WSUN **620**	5,000 **III-A**	Fla. West Coast Bcstg. Co. Inc. Tarr Bldg. H-1828	NBC-Red	Tampa Tribune W. Walter Tison W. Walter Tison	Paul Jones E. Reinhold Rogers, Jr. Joe H. Mitchell	Blair
	WKGA (Construction permit)	940 **970**	5,000-LS 1,000-N **III-B**	Tribune Co. Tampa	....	John Stewart Bryan	....	....
WEST PALM BEACH	WJNO	1200 **1230**	250 **IV**	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	Laura O'Brien Stephen P. Willis Fred H. Ford	Ben Decker Fred Ford John K. Moore	Weed

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY...........	WALB (Construction permit)	1530 **1590**	1,000 **III-B**	Herald Publishing Co. Albany	....	H. T. McIntosh Edward J. Lord	....	....
	WGPC	1420 **1450**	250 **IV**	Albany Broadcasting Co. 127½ N. Jackson St. 1370	Georgia	J. W. Woodruff, Sr. A. T. Spies A. T. Spies	Jerry Winters Louis B. Poole Byron Lindsey, Jr.	International
ATHENS...........	WGAU	1310 **1340**	250 **IV**	J. K. Patrick & Co. Athens 1741	....	Partnership	....	....
ATLANTA..........	WAGA	1450 **1480**	1,000-LS 500-N **III-B**	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	NBC-Blue	George B. Storer Don Ioset Maurice Coleman	Howard Donahue Don Ioset Clifford Hanson	Blair
	WATL	1370 **1400**	250 **IV**	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	MBS Georgia	J. W. Woodruff, Sr. J. M. Comer Jerome Elliott	Ken Keese Barney Oakes James M. Comer	International
	WGST	890 **920**	5,000-LS 1,000-N **III-A**	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Operated under lease (Sam Pickard) C. H. Calhoun	John Fulton Frank Gaither Ben Akerman	Katz
	WSB	740 **750**	50,000 **I-A**	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC-Red	James M. Cox J. Leonard Reinsch John M. Outler, Jr.	{Roy McMillan {Marcus Bartlett Lorin Myers C. F. Daugherty	Petry
AUGUSTA..........	WGAC	1210 **1240**	250 **IV**	Twin States Broadcasting Co. Augusta 2-2692	NBC-Blue	Augusta Herald J. B. Fuqua Bernard M. Dabney, Jr.	John W. Watkins J. B. Fuqua Wilbur Nungesser	....
	WMWH (Construction permit)	1420 **1450**	250 **IV**	W. Montgomery Harison Augusta	....	W. Montgomery Harison	....	....
	WRDW	1500 **1490**	250 **IV**	Augusta Broadcasting Co. Tenth & Broad Sts. 2-8805	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	Charles Henry Walters J. Marion Harman Harvey Aderhold	Burn-Smith
BRUNSWICK.......	WMOG	1500 **1490**	250-LS 100-N **IV**	Coastal Broadcasting Co. Beach Causeway 1500	....	{Mrs. Alma W. King {Arthur Lucas {William K. Jenkins {Kenneth E. White	Leon Lloyd .... Herman Lange	....
COLUMBUS.........	WRBL	1200 **1230**	250 **IV**	Columbus Broadcasting Co. Inc. Box 270 4300	CBS Georgia	J. W. Woodruff, Sr. J. W. Woodruff, Jr. James Davenport	Jack Gibney John Clarke Oliver Heely	International
CORDELE..........	WMJM	1500 **1490**	250-LS 100-N **IV**	Cordele Dispatch Inc. Box 432 666	....	E. D. Rivers J. J. Mangham, Jr. J. J. Mangham, Jr.	Ellen Stewart J. J. Mangham, Jr. Noel Martin	....
DALTON...........	WBLJ	1200 **1230**	250 **IV**	Dalton Broadcasting Corp. Dalton	....	J. B. Roach	....	....
GAINESVILLE......	WGGA (Construction permit)	1210 **1240**	250 **IV**	Gainesville Broadcasters Gainesville	....	{Henry Estes {Austin Dean {L. H. Christian	....	....
GRIFFIN...........	WKEU	1500 **1450**	100-D **IV**	Radio Station WKEU Griffin 90	....	{A. W. Marshall, Jr. {A. W. Marshall, Sr.	....	Sears & Ayer
LA GRANGE.......	WLAG (Construction permit)	1210 **1240**	250 **IV**	La Grange Broadcasting Co. La Grange	....	Roy C. Swank	....	....

THE ATLANTA JOURNAL STATION

WSB

ATLANTA, GEORGIA

In Southern Ohio
IT'S
WHIO
DAYTON

POWER
PROGRAMS
PUBLICITY

In Florida
IT'S
WIOD
MIAMI

THE *Sales* VOICE OF THE SOUTH

50,000 WATTS — NBC-RED — CLEAR CHANNEL

EDWARD PETRY & CO., INC.—National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

•—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.

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GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MACON............	WBML	1420 **1240**	250 **IV**	Middle Georgia Bcstg. Co. First National Bank & Trust Bldg. 2728	MBS	E. D. Black Robert R. Feagin Robert R. Feagin	Earle J. Pudney Earle J. Pudney David Bain	....
	WMAZ	1180 L-KOB **940**	5,000-LS 1,000-N **II**	Southeastern Bcstg. Co. Inc. 211 Cotton Ave. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Allie V. Williams Wilton E. Cobb George P. Rankin, Jr.	Katz
MOULTRIE.........	WMGA	1370 **1400**	250 **IV**	Frank R. Pidcock, Sr. Moultrie 999	....	Frank R. Pidcock, Sr. John F. Pidcock	.... James W. Stewart	....
ROME..............	WRGA	1500 **1490**	250 **IV**	Rome Broadcasting Corp. National City Bank Bldg. 6589	....	John W. Quarles Happy Quarles Happy Quarles	Jimmy Kirby Pinkie Talley R. L. Starr	....
SAVANNAH.........	WSAV	1310 **1340**	250 **IV**	WSAV Inc. Liberty National Bank Bldg. 5600	NBC-Red	Arthur Lucas Harben Daniel N. W. Brandon	Electa Robertson Robert Eisenman N. W. Brandon Meredith E. Thompson	Hollingbery
	WTOC	1260 **1290**	5,000-LS 1,000-N **III-A**	Savannah Broadcasting Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight, Jr. Majorie B. Willis	Fred P. Pfahler, Jr. William B. Smart James R. Donovan	Katz
THOMASVILLE.....	WPAX	1210 **1240**	250 **IV**	H. Wimpy 117 Remington Ave. 909	....	H. Wimpy Charles Lawton Charles Lawton	.... James W. Poole	....
TOCCOA............	WRLC (Construction permit)	1420 **1450**	250 **IV**	R. G. LeTourneau Toccoa	....	R. G. LeTourneau	....	....
VALDOSTA.........	WGOV	1420 **1450**	250 **IV**	E. D. Rivers Valdosta 1420	....	E. D. Rivers J. J. Mangham, Jr. J. J. Mangham, Jr.	Harry L. Grimes J. J. Mangham, Jr. L. C. McCall	....
WAYCROSS.........	WAYX	1200 **1230**	250 **IV**	Jack Williams 620 Plant Ave. 965	....	Jack Williams John J. Tobola Jack Harder	Martha Jane Folsom Jack Harder John J. Tobola	....
WEST POINT.......	WDAK	1310 **1340**	250 **IV**	Valley Broadcasting Co. General Tyler Hotel	MBS	L. J. Duncan L. J. Duncan L. J. Duncan	Thomas C. Phillips .... J. J. Williams	....

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOISE..............	KIDO	1350 **1380**	2,500-LS 1,000-N **III-A**	Boise Broadcast Station Hotel Boise 660	NBC	C. G. Phillips Frank L. Hill C. G. Phillips Richard G. McBroom	Billy Phillips Clete Lee Harold Toedtemeier	Blair
IDAHO FALLS......	KID	1320 **1350**	5,000-LS 500-N **III-B**	KID Broadcasting Co. KID Bldg. 4	....	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	Jim Woolwine Pratt Smith W. J. Prvois	Griffith
LEWISTON.........	KRLC	1390† **1400**	250 **IV**	H. E. Studebaker Lewis-Clark Hotel 1950	....	H. E. Studebaker Donald A. Wike Roderic A. Klise	.... Milton MacLafferty	....
NAMPA.............	KFXD	1200 **1230**	250 **IV**	Frank E. Hurt 1024 12th Ave., S. 1200	....	Frank E. Hurt Frank E. Hurt Doyle Cain	Maxine Hurt Frank E. Hurt Eddie Hurt	....
POCATELLO........	KSEI	900 **930**	1,000-LS 250-N **III-B**	Radio Service Corp. Pocatello 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Henry H. Fletcher James E. Mitchell	Furgason & Walker Griffith
TWIN FALLS.......	KTFI	1240 **1270**	1,000 **III-A**	Radio Broadcasting Corp. Radio Center 30	NBC	O. P. Soule John E. Gardner Jay W. Spracher	Florence M. Soule John E. Gardner Franklyn V. Cox	Furgason & Walker Griffith
WALLACE..........	KWAL	1420 **1450**	250 **IV**	Chester Howarth & Clarence Berger Civic Center Bldg. 330	....	Clarence Berger William M. Bruner Clarence Berger	Ethel Clayton .... William M. Bruner	....

† KRLC goes on 1370 kc. when KUJ, Walla Walla, Wash., changes to 1390 kc.

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AURORA...........	WMRO	1250 **1280**	250-D **IV**	Martin R. O'Brien 34 S. River St. 4215	....	Martin R. O'Brien Martin R. O'Brien Vincent G. Cofey	Robert Carlton Vincent G. Cofey Leo Burch	....
BLOOMINGTON.....	WJBC	1200 **1230**	250 **IV**	A. M. & D. C. McGregor Bloomington 535	....	A. M. McGregor A. M. McGregor Hugh L. Gately	Donald Glasgow Hugh L. Gately Ted Bailey	Cox & Tanz
CAIRO..............	WKRO (Construction permit)	1500 **1490**	250 **IV**	Oscar C. Hirsch Cairo	....	Oscar C. Hirsch	....	....
CARTHAGE.........	WCAZ	1070 **1080**	100-D **II**	Superior Bcstg. Service Inc. 502 Wabash Ave. 520	....	Bob Compton John M. Palmer John M. Palmer	Antoinette Palmer .... Byrle Shreve	....
CHAMPAIGN.......	WDWS	1370 **1400**	250 **IV**	Champaign News-Gazette Inc. 48 Main St. 6-1855	....	Helen M. Stevick Marajen Stevick Frank R. Mills	Ken Rice .... Milton T. Putnam	Sears & Ayer

- Jack Benny ☆
- Charlie McCarthy and Edgar Bergen ☆
- Fibber McGee and Molly ☆
- Bob Hope ☆
- Kay Kyser's Musical Klass ☆
- Aldridge Family ☆
- One Man's Family ☆
- Fitch Bandwagon ☆
- Bing Crosby ☆
- Eddie Cantor ☆
- Maxwell House Coffee Time ☆
- Rudy Vallee ☆
- Mr. District Attorney
- Uncle Walter's Doghouse ☆
- Truth or Consequences
- Battle of the Sexes ☆
- Information Please ☆
- Burns & Allen ☆
- Beat the Band ☆
- American Album of Familiar Music ☆
- Dr. I. Q. ☆
- Manhattan Merry-Go-Round ☆
- Horace Heidt ☆
- The Voice of Firestone
- Knickerbocker Playhouse ☆
- Uncle Ezra ☆
- Johnny Presents ☆
- Plantation Party ☆
- Hollywood Playhouse
- The Telephone Hour ☆
- Everyman's Theatre ☆
- Hour of Charm ☆
- Musical Americana ☆
- Cavalcade of America
- Show Boat ☆
- Fred Waring ☆
- Waltz Time ☆
- Contented Program ☆

The greatest radio schedule of programs in the world will unquestionably attract the greatest number of listeners in any market.

In Chicago it's on .... **WMAQ**

50,000 WATTS—670 KC. CHICAGO KEY STATION OF NBC RED NETWORK

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

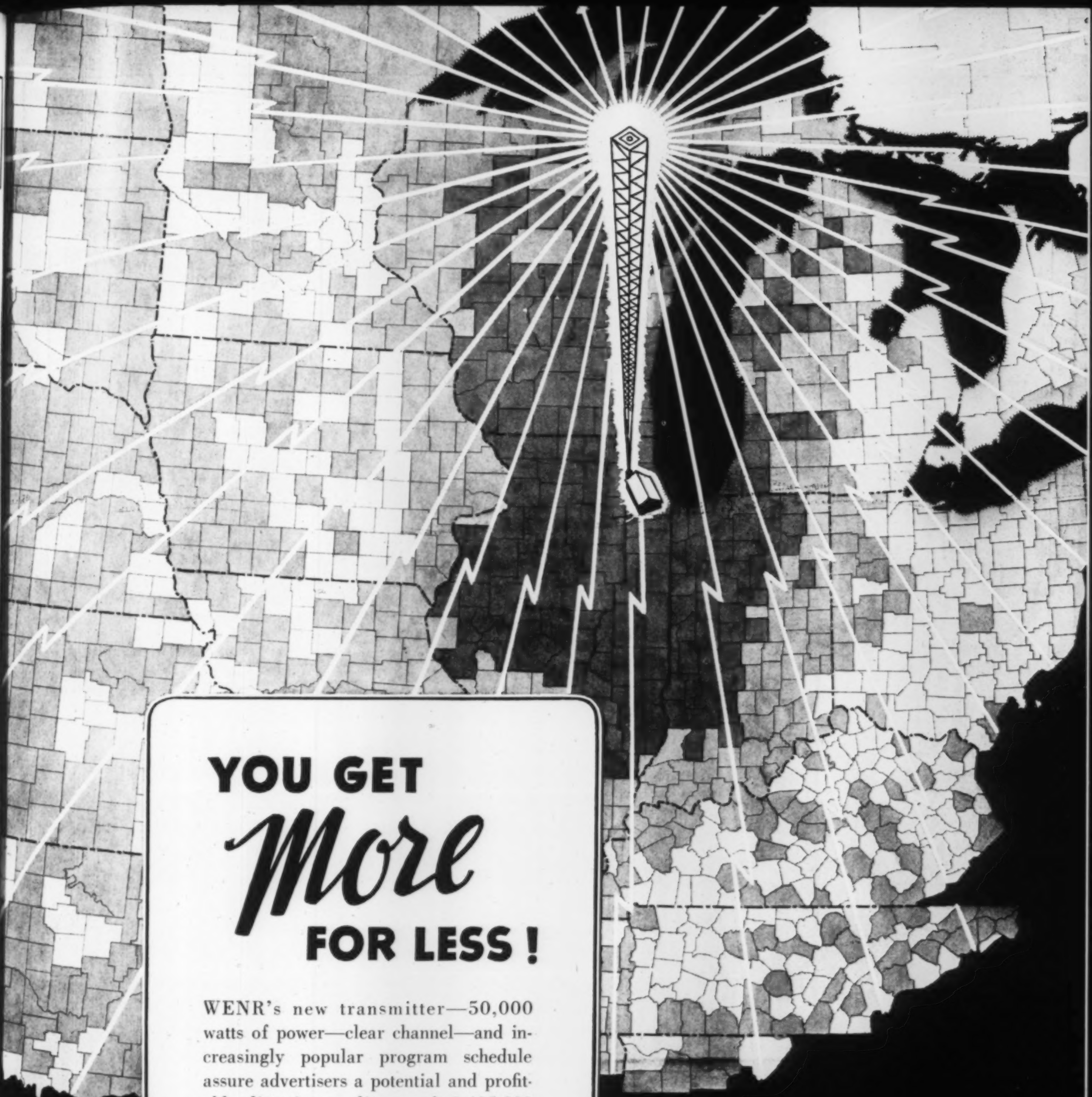
**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. ST N—Shares Time Night. S H—Specified Hours. S H N—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. S A—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHICAGO	WAAF	920 **950**	1,000–D **III**	Drovers Journal Publishing Co. Palmer House Randolph 1932	....	Ward A. Neff William E. Hutchinson Arthur F. Harre	Bradley R. Eidmann Rodney O. Daly Carl Ulrich	Hollingbery
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	770 **780**	50,000 **I-A**	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert Brown King Park Frank B. Falknor	Radio Sales
	WCBD	1080 L-WBT ST-WMBI **1110**	5,000 **II**	WCBD Inc. 2400 W. Madison St. Seeley 8066	....	Gene T. Dyer Joseph Rudolph Chalot Perkins	Peter Bradley Arnold B. Hartley Edward Jacker	Forjoe
	WCFL	970 **1000**	5,000 **II** Proposed I-B (10,000)	Chicago Federation of Labor 666 Lake Shore Drive Superior 5300	NBC	Chicago Federation of Labor Maynard Marquardt Melvin B. Wolens	Miles Reed Melvin B. Wolens Maynard Marquardt	Katz
	WCRW	1210 SH-WEDC, WSBC **1240**	100 **IV**	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	....	Clinton R. White J. A. White J. A. White	.... Clinton R. White	....
	WEDC	1210 SH-WCRW, WSBC **1240**	250 **IV**	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	....	Emil Denemark Frank J. Kotnour Frank J. Kotnour	Al La Valle Don F. Lavery Caleb C. Frisk	....
	WENR	870 ST-WLS **890**	50,000 **I-A**	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC-Blue	NBC—Harry C. Kopf Harry C. Kopf Maurice M. Boyd	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens	NBC
	WGES	1360 ST-WSBT **1390**	500 1,000–LS (Sunday) **III-B**	Oak Leaves Bcstg. Station Inc. 14 N. Western Ave. Seeley 8066	....	Harry J. Guyon Gene T. Dyer Gene T. Dyer	Arnold B. Hartley A. C. Perkins E. W. Jacker	Forjoe
	WGN	720 **720**	50,000 **I-A**	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	Col. R. R. McCormick Frank P. Schreiber William A. Guineas	William A. Bacher Ben H. Berentson Carl J. Meyers	WGN Raymer (West Coast)
	WIND (Gary, Ind.)	560 **560**	5,000–LS 1,000–N CP-5,000–N **III-A**	Johnson-Kennedy Radio Corp. 230 N. Michigan Ave., Chicago 504 Broadway, Gary Chicago: State 4176 Gary: 9191	....	Ralph L. Atlass E. S. Mittendorf J. T. Carey	Brooks Connally .... Ken Shirk	Foreman
	WJJD	1130 L-KSL **1160**	20,000 **II**	WJJD Inc. 230 N. Michigan Ave. State 5466	....	Ralph L. Atlass Ralph L. Atlass H. P. Sherman	J. L. Allabough, Jr. .... Walter Myers	Raymer
	WLS	870 ST-WENR **890**	50,000 **I-A**	Agricultural Broadcasting Co. 1230 W. Washington Blvd. Monroe 9700	NBC-Blue	Burridge D. Butler Glenn Snyder William R. Cline	Harold Safford Don E. Kelley Thomas L. Rowe	Blair
	WMAQ	670 **670**	50,000 **I-A**	National Broadcasting Co. Inc. 222 N. Bank Drive Superior 8300	NBC-Red	NBC—Harry C. Kopf Harry C. Kopf Maurice M. Boyd	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens	NBC
	*WMBI	1080 L-WBT ST-WCBD **1110**	5,000 **II**	Moody Bible Institute of Chicago 153 Institute Place Michigan 1570	....	Moody Bible Institute H. C. Crowell	W. P. Loveless Russell Hitt A. P. Frye	....
	WSBC	1210 SH-WCRW, WEDC **1240**	250 **IV**	WSBC Inc. 2400 W. Madison St. Seeley 8066	....	Gene T. Dyer John A. Dyer S. J. Schulman	John Steadman Howard Roberts	Forjoe
CICERO	WHFC	1420 **1450**	250 **IV**	WHFC Inc. 6138 Cermak Rd. 4305	....	R. W. Hoffman M. E. Clifford M. E. Clifford	M. E. Clifford .... E. P. Hayes	....
DANVILLE	WDAN	1500 **1490**	250 **IV**	Northwest Publishing Co. Hotel Wolford Main 1700	....	Frank E. Gannett C. R. Richardson C. R. Richardson	Francis Higgins .... Ted G. Magin	McKinney
DECATUR	WSOY	1310 **1340**	250 **IV**	Commodore Broadcasting Inc. 353 N. Main St. 5371	....	Decatur Newspapers Inc. Merrill Lindsay Merrill Lindsay	Bern Enterline .... Milburn H. Stuckwish	Sears & Ayer
EAST ST. LOUIS	WTMV	1500 **1490**	250 **IV**	**(See St. Louis, Mo.)**				
GALESBURG	WGIL	1500 **1400**	250 **IV**	Galesburg Broadcasting Co. Hill Arcade Main 4626	....	Howard A. Miller Howard A. Miller Virgil Schmidt	Rollin Laugher .... Gerald Foster	Sears & Ayer
HARRISBURG	WEBQ	1210 **1240**	250 **IV**	Harrisburg Broadcasting Co. 100 E. Poplar St. Main 28	....	Dr. G. V. Capel Inglis M. Taylor Inglis M. Taylor	Virginia Crane Lindle Moore Joseph R. Tate	....
HERRIN	WJPF	1310 **1340**	250 **IV**	Orville W. Lyerla Herrin 382	....	Orville W. Lyerla Charles R. Cook E. L. May	Fred Reinhardt	Sears & Ayer
JOLIET	WCLS	1310 **1340**	100 **IV**	WCLS Inc. 7 E. Clinton St. 4761	....	Walter Ashe Robert M. Holt D. W. Craig	Jack Sharp .... David Maltby	Sears & Ayer
PEORIA	WMBD	1440 **1470**	5,000–LS 1,000–N **III-B** Proposed III-A (5,000)	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Gene Trace Russell Ehresman T. A. Giles	Free & Peters
QUINCY	WTAD	900 **930**	1,000–D CP-1,000–U **III-B**	Illinois Bcstg. Corp. W. C. U. Bldg. Main 364	CBS	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Jack Sexton .... Francis Wentura	International
ROCKFORD	WROK	1410 **1440**	1,000–LS 500–N **III-B**	Rockford Broadcasters Inc. 109 S. Water St. Main 5632	MBS	Ruth Hanna Simms James W. Rodgers Walter M. Koessler Walter M. Koessler	John J. Dixon William R. Traum T. C. Cameron	Headley-Reed
ROCK ISLAND	WHBF	1240 **1270**	1,000 CP-5,000 **III-A**	Rock Island Bcstg. Co. 1800 Third Ave. 918	MBS	John W. Potter Leslie C. Johnson Maurice J. Corken	Ivan Streed Ted Arnold R. J. Sinnett	Wilson



YOU GET *More* FOR LESS!

WENR's new transmitter—50,000 watts of power—clear channel—and increasingly popular program schedule assure advertisers a potential and profitable listening audience of 3,405,000 radio homes in the great Chicago market, the second largest in the United States. . . . Add to this WENR's new and attractive discounts and you have the best radio opportunity that Chicago has to offer.

WENR

CHICAGO KEY STATION NBC—BLUE NETWORK
870 ON YOUR DIAL

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

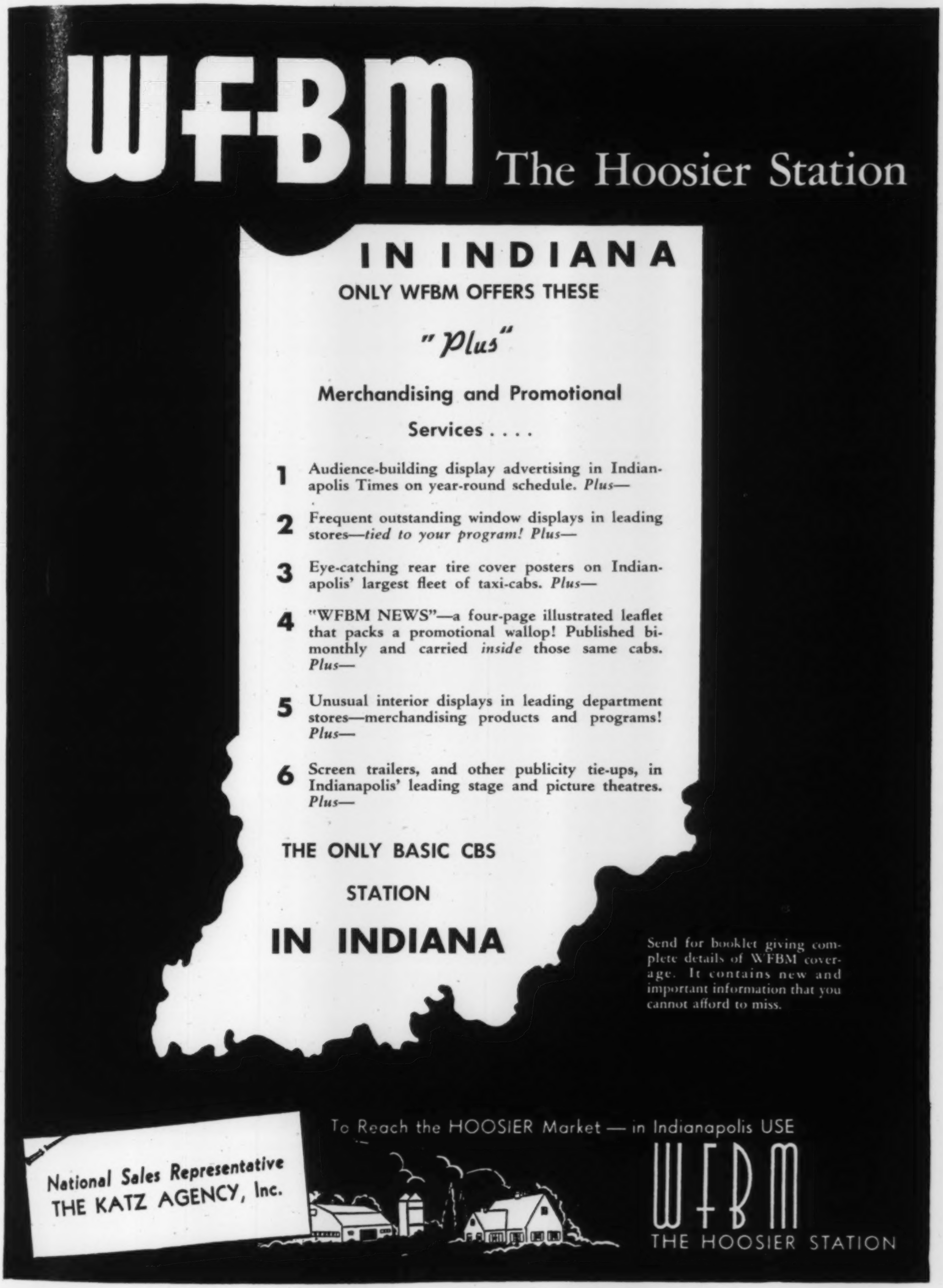
ILLINOIS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SPRINGFIELD	WCBS	1420 **1450**	250 **IV**	WCBS Inc. 523 E. Capitol Ave. 9855	NBC-Blue	Harold L. Dewing Harold L. Dewing Jack Heintz	.... C. W. Neeld Richard L. Ashenfelter	Sears & Ayer
	WTAX	1210 **1240**	100 **IV**	WTAX Inc. 117 S. Fifth St. 2-4441	....	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Bob Kay Jay A. Johnson Edward Ring	Foreman
TUSCOLA	WDZ	1020 **1050**	1,000–D **II**	WDZ Broadcasting Co. Star Bldg. 98	....	Edgar L. Bill Clair B. Hull Clair B. Hull	Frank Jennings H. L. Johnston Mark Spies	Wilson
URBANA	*WILL	580 **580**	5,000–D **III**	University of Illinois 400 S. Wright 7-2616	....	Board of Trustees Joseph F. Wright	Frank E. Schooley .... A. J. Ebel	....

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WHBU	1210 **1240**	250 **IV**	Anderson Broadcasting Corp. Citizens Bank Bldg. 234	....	L. M. Kennett R. M. Blossom L. M. Kennett John R. Atkinson	L. M. Shroyer John R. Atkinson Wayne Reeves	Sears & Ayer
ELKHART	WTRC	1310 **1340**	250 **IV**	Truth Publishing Co. Inc. Hotel Elkhart 948	....	C. D. Greenleaf R. R. Baker	Paul Upson .... Kenneth Singleton	Tenny, Woodward
EVANSVILLE	WEOA	1370 **1400**	250 **IV**	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Alvin Eades Martin L. Leich Clarence Leich	Pat F. Roper Clarence Leich John B. Caraway, Jr.	Weed
	WGBF	1250 **1280**	5,000–LS 1,000–N **III-B**	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Alvin Eades Clarence Leich Clarence Leich	Pat F. Roper Clarence Leich Fay A. Gehres	Weed
FORT WAYNE	WGL	1370 **1450**	250 **IV**	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC	Westinghouse E. & M. Co. J. B. Conley Frank V. Webb	W. Charles Roe Jack O'Mara Robert G. Duffield, Jr.	NBC
	WOWO	1160 STN-WWVA **1190**	10,000 **I-B**	Westinghouse Radio Stations Inc. 925 S. Harrison St. Anthony 2136	NBC-Blue	Westinghouse E. & M. Co. J. B. Conley Frank V. Webb	Franklin Tooke Jack O'Mara Robert G. Duffield, Jr.	NBC
GARY	WIND	560 **560**	5,000–LS 1,000–N CP-5,000–U **III-A**	**(See Chicago, Ill.)**	....	....	....	....
HAMMOND	WHIP	1480 **1520**	5,000–D **II**	Hammond-Calumet Bcstg. Corp. 5935 Hohman Ave. 10000	....	Dr. George F. Courrier Doris Keane Doris Keane	Elmer Herkner Sigmond Blomgren H. V. Fitzcharles	....
	WJOB	1200 STN-WFAM **1230**	100 **IV**	O. E. Richardson-Fred L. Adair 5935 Hohman Ave. 9800	....	O. E. Richardson Fred L. Adair O. E. Richardson Robert C. Adair	W. R. Bean .... John Felthouse	....
INDIANAPOLIS	WFBM	1230 **1260**	5,000–LS 1,000–N CP-5,000–U **III-A**	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	H. M. Bitner, Sr. Lester W. Lindow Lester W. Lindow	Frank O. Sharp H. M. Bitner, Jr. Harold Holland	Katz
	WIBC	1050 **1070**	1,000–D CP-1,000–U **II**	Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305	....	H. G. Wall C. A. McLaughlin C. A. McLaughlin	Robert Longwell .... Harry E. Adams	Wilson
	WIRE	1400 **1430**	5,000 **III-A**	Indianapolis Broadcasting Inc. Claypool Hotel Riley 1541	NBC-Red MBS	Eugene C. Pulliam Eugene C. Pulliam Rex Schepp	Josephine Mason Lawrence O. Hammer Earl W. Lewis	Hollingbery
	WISH (Construction permit)	1280 **1310**	5,000–LS 1,000–N **III-B**	Capitol Broadcasting Co. Indianapolis	....	G. Bruce McConnel	....	....
KOKOMO	WKMO (Construction permit)	1420 **1400**	250 **IV**	Kokomo Broadcasting Co. Kokomo	....	Charles Boyajian, Jr.	....	....
MUNCIE	WLBC	1310 **1340**	250 **IV**	Donald A. Burton Anthony Bldg. 4404	....	Donald A. Burton Donald A. Burton William F. Craig	Carl Noble .... M. M. Crain	Forjoe
NEW ALBANY	WGRC	1370 **1400**	250 **IV**	**(See Louisville, Ky.)**	....	....	....	....
RICHMOND	WKBV	1500 **1490**	100 **IV**	Knox Radio Corp. 225 N. Eighth St. 4134	....	William O. Knox William O. Knox William O. Knox	.... William O. Knox	....
SOUTH BEND	WFAM	1200 STN-WJOB **1230**	100 **IV**	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
	WSBT	1360 ST-WGES CP-930 **960**	500 **III-B**	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
TERRE HAUTE	WBOW	1200 **1230**	250 **IV**	Banks of Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	W. W. Behrman W. W. Behrman	Leo Baxter George Jackson Stokes Gresham, Jr.	Weed
VINCENNES	WAOV	1420 **1450**	100 **IV**	Vincennes Newspapers Inc. Grand Hotel	....	Eugene C. Pulliam Howard N. Greenlee Victor H. Lund	Carl Erickson J. C. Jefry Claude Harris	Hollingbery
WEST LAFAYETTE	*WBAA	890-SH **920**	1,000–LS 500–N CP-5,000–LS 1,000–N **III-B**	Purdue University Electrical Engineering Bldg. 6076	....	Purdue University Gilbert D. Williams	Gilbert D. Williams .... Ralph Townsley	....

XUM



WFBM The Hoosier Station

IN INDIANA

ONLY WFBM OFFERS THESE

"Plus"

Merchandising and Promotional Services . . . .

1 Audience-building display advertising in Indianapolis Times on year-round schedule. *Plus—*

2 Frequent outstanding window displays in leading stores—*tied to your program! Plus—*

3 Eye-catching rear tire cover posters on Indianapolis' largest fleet of taxi-cabs. *Plus—*

4 "WFBM NEWS"—a four-page illustrated leaflet that packs a promotional wallop! Published bimonthly and carried *inside* those same cabs. *Plus—*

5 Unusual interior displays in leading department stores—merchandising products and programs! *Plus—*

6 Screen trailers, and other publicity tie-ups, in Indianapolis' leading stage and picture theatres. *Plus—*

THE ONLY BASIC CBS STATION

IN INDIANA

Send for booklet giving complete details of WFBM coverage. It contains new and important information that you cannot afford to miss.

National Sales Representative
THE KATZ AGENCY, Inc.

To Reach the HOOSIER Market — in Indianapolis USE

WFBM
THE HOOSIER STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

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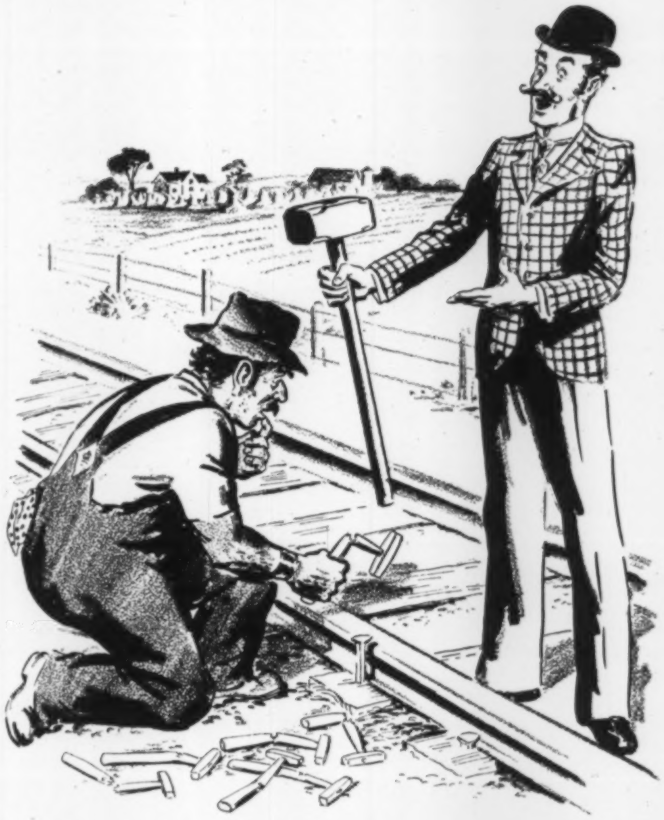
IOWA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AMES	*WOI	640 **640**	5,000-D **II**	Iowa State College Ames 2500	....	Iowa State College W. I. Griffith	A. G. Woolfries .... L. L. Lewis	....
BOONE	*KFGQ	1370-SH **1400**	100-D **IV**	Boone Biblical College Boone 616-W	....	Boone Biblical College	....	....
CEDAR RAPIDS	WMT	600 **600**	5,000-LS, 1,000-N CP-5,000-U **III-A**	Iowa Broadcasting Co. Paramount Bldg., Cedar Rapids Russell Lamson Hotel, Waterloo Cedar Rapids, 6127 Waterloo, 236	CBS MBS Cowles	Gardner Cowles, Jr. Sumner D. Quarton William B. Quarton, Cedar Rapids Don Inman, Waterloo	Douglas B. Grant Leo F. Cole Charles F. Quentin	Katz
DAVENPORT	WOC	1370 **1450**	250 **IV**	Tri-City Broadcasting Co. 1000 Brady St. 2-3521	CBS Corn Belt	B. J. Palmer Buryl Lottridge L. O. Fitzgibbons	Charles R. Freburg L. O. Fitzgibbons Allen Richter	Free & Peters
DECORAH	KWLC (Must Change Frequency when KGLO Starts Using 1270)	1270-SH	100-D	Luther College 600 Lief Erickson Drive 690	....	Dr. O. J. H. Preus	....	....
DES MOINES	KRNT	1320 **1350**	5,000-LS 1,000-N CP-5,000-U **III-A**	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS Cowles	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne Welch Paul Huntsinger	Katz
	KSO	1430 **1460**	5,000-LS 1,000-N **III-A**	Iowa Broadcasting Co. 715 Locust St. 3-2111	NBC-Blue MBS Cowles	Gardner Cowles, Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne A. Welch Paul Huntsinger	Katz
	WHO	1000 **1040**	50,000 **I-A**	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Corn Belt	B. J. Palmer J. O. Maland Hale Bondurant	Harold Fair Harold Fulton Paul A. Loyet	Free & Peters
DUBUQUE	KDTH	1340 (Construction permit) **1370**	1,000 **III-B**	Telegraph Herald Eighth Ave. & Bluff St. 1603	....	F. W. Woodward K. S. Gordon	.... Stanley Beck	....
	WKBB	1500 **1490**	250 **IV**	Sanders Bros. Radio Station Julien Hotel 572	NBC-Blue	W. E. Klauer James D Carpenter James D. Carpenter	Gleason E. Kistler James D Carpenter Leonard Carlson	International
FORT DODGE	KVFD	1370-SH **1400**	250 **IV**	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	....	Edward Breen Edward Breen Charles A. Kennedy	Nick Barre Chet Smith J. Hunter Duncan	....
IOWA CITY	*WSUI	880 **910**	5,000 LS 1,000-N **III-A**	State University of Iowa Iowa City 2111	....	State University of Iowa Carl H. Menzer	Pearl Bennett Broxam .... S. J. Ebert	....
MARSHALLTOWN	KFJB	1200 **1230**	250 **IV**	Marshall Electric Co. 1603 W Main 3361	....	E. N. Peak E. N. Peak E. W. Thompson	O. L. Russell .... E. W. Peak	Furgason & Walker
MASON CITY	KGLO	1210 CP-1270 **1300**	250 CP-1,000 **III-B**	Mason City Globe Gazette Co. Hanford Hotel 2800	CBS Corn Belt	Lee P. Loomis F. C. Eighmey George Arnold, Jr.	John J. Price George Milloy Leo W. Born	Weed
OTTUMWA	KBIZ	1210 (Construction permit) **1240**	100 **IV**	J. D. Falvey Ottumwa	....	J. D. Falvey	....	....
SHENANDOAH	KFNF	890 ST-KUSD **920**	1,000-LS 500-N **III-B**	KFNF Inc. 407 Sycamore St. 1	....	Henry Field John W. Nicolson E. C. Woodward	E. C. Woodward Paul Oliver E. C. Woodward George Crocker	Reynolds-Fitzgerald
	KMA	930 **960**	5,000-LS 1,000-N **III-A**	May Broadcasting Co. Lowell & Elm St. 192	NBC-Blue MBS Corn Belt	Earl E. May J. C. Rapp J. C. Rapp	Fred Greenlee Owen Saddler Ray Schroeder	Free & Peters
SIOUX CITY	KSCJ	1330 **1360**	5,000-LS 1,000-N CP-5,000-U **III-A**	Perkins Bros. Co. 415 Douglas St. 5-7993	NBC-Blue	William H Sammons Eugene T. Flaherty Eugene T. Flaherty	Elizabeth Sammons .... Stephen C. Dier	Hollingbery
	KTRI	1420 **1450**	250 **IV**	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	....	Dietrich Dirks The Tribune Co. Dietrich Dirks Ray Jensen	Gordon Horner Ray Jensen Carl Gray	Furgason & Walker

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ATCHISON	KVAK	1420 **1450**	100 **IV**	Carl Latenser Atchison 1420	....	Carl Latenser W H. Reitz W. H. Reitz	.... W. H. Reitz	....
COFFEYVILLE	KGGF	1010 SH-WNAD **690**	1,000 **II**	Hugh J. Powell Journal Bldg. 147	MBS	Hugh J. Powell Melvin E. Drake Melvin E. Drake	Dick Campbell Hugh J. Powell Sarto Jaminet	....
DODGE CITY	KGNO	1340 **1370**	1,000-LS 250-N **III-B**	Dodge City Bcstg. Co. Inc. Daily Globe Bldg. 1340	....	J. C. Denious N. C. Petersen Vaughn A. Kimball	Herchell Holland .... Ralph Hickman	Hagg
EMPORIA	KTSW	1370 **1400**	250 **IV**	Emporia Broadcasting Co. Inc. 613 Merchant St. 153	MBS Kansas	S. B. Warren K. W. Trimble Henry Ellenberger	Larry Simms Robert Brenner Paul H. Daniels	Sears & Ayer
GARDEN CITY	KIUL	1210 **1240**	100 **IV**	Garden City Broadcasting Co. Garden City 666	....	Frank D. Conrad	....	....



"IT TAKES MORE THAN JUST SKILL, TONY!"

Glancing back enviously at all the beautiful similes implied in our illustration, we rush relentlessly on in pursuit of a great and glaring truth, to wit:

You can't drive no railroad spikes with no tack-hammers.

Iowa is a big State—300 miles wide, and 200 miles deep. It has 21 cities with populations of from 10,000 to 170,000. It has 57 other *good* cities. It has 231,300 farm families. Some of these are as much as 425 miles apart. . . . Stop a minute and think that over.

WHO is the only station in Iowa that has over 5,000 watts of power. With any less than four or five of these smaller stations, it is inconceivable that any advertiser can do more than scratch the surface of this big market. Yet WHO with 50,000 watts (and with location at the center of the State) is "heard regularly" all over Iowa and also goes roaring into all the *surrounding* territory.

Verily—if you want to drive home your advertising message in Iowa, use a sledge-hammer! Write us for all the facts—or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

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Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

KANSAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
GREAT BEND	KVGB	1370 **1400**	250 **IV**	Helen Townsley Great Bend 1080	MBS Kansas	Helen Townsley Clem Morgan Everette Smart	Dave Wilson Lynn Cook Leo Legleiter	....
HUTCHINSON	KWBG	1420 **1450**	100 CP-250 **IV**	Nation's Center Bcstg. Co. 101 East Ave. A 5202	....	W. B. Greenwald W. B. Greenwald W. B. Greenwald	.... Maxwell Cockley	....
KANSAS CITY	KCKN	1310 **1340**	250 **IV**	KCKN Broadcasting Co. 901 N. Eighth St. Drexel 4300	....	W. A. Bailey Ellis Atteberry Ellis Atteberry	John Drake Ruth Kendall C. E. Salzer	Capper
LAWRENCE	*KFKU	1220 ST-WREN **1250**	5,000-LS 1,000-N **III-A**	University of Kansas Campus KU-146	....	U of Kansas	....	....
	WREN	1220 ST-KFKU **1250**	5,000-LS 1,000-N **III-A**	WREN Broadcasting Co. Inc. WREN Bldg. 110	NBC-Blue	Vernon H. Smith Verl Bratton Verl Bratton	.... John Bondeson Carl Bliesner	Hollingbery
MANHATTAN	*KSAC	580 ST-WIBW **580**	1,000-LS 500-N **III-B**	Kansas State College College Campus 2236	....	Kansas State College H. Umberger	L. L. Longsdorf .... R. L. Meisenheimer	....
PITTSBURG	KOAM	790 **810**	1,000-D **II**	Pittsburg Broadcasting Co. Inc. Commerce Bldg. 2165	NBC	E. V. Baxter R. E. Wade J. A. Schnell	Bruce Robertson J. A. Schnell W. L. Brown	Furgason & Walker
SALINA	KSAL	1120 **1150**	1,000 **III-B**	KSAL Inc. 201 W. Iron St. 100	MBS Kansas	R. J. Laubengayer Owen H. Balch Owen H. Balch	Sidney Tremble .... N. E. Vance, Jr.	....
TOPEKA	WIBW	580 ST-KSAC **580**	5,000-LS 1,000-N CP-5,000-U **III-A**	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 3-2377	CBS	Marco Murrow Ben Ludy Ben Ludy	.... Karl Troeglen	Capper
WICHITA	KANS	1210 **1240**	250 **IV**	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Don Searle Jack Todd Jack Todd	Jack Laffer .... Ted Heithecker	International
	KFBI	1050 **1070**	5,000-LS 1,000-N **II**	Farmers & Bankers Bcstg. Corp. First & Market Sts. 2-1447	MBS Kansas	H. K. Lindsley K. W. Pyle Fred L. Allen	Coleman Ashe Clarence Rupp G. H. Johnstone	Wilson
	KFH	1300 **1330**	5,000-LS 1,000-N CP-5,000-U **III-A**	Radio Station KFH Co. York Rite Temple Bldg. 3-5254	CBS	John Rigby M. M. Murdock Plez S. Clark Clark A. Luther	Vernon Reed Clark A. Luther Amos Dadisman	Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHLAND	WCMI	1310 **1340**	250 **IV**	Ashland Broadcasting Co. 20th & Front Main 3010	MBS Southern	Gilmore N. Nunn R. MacKenzie T. J. Carroll	Richard Westerkamp Dallas Wyant Harry J. Harris	Perry
BOWLING GREEN	WLBJ	1310 **1340**	250 **IV**	Bowling Green Broadcasting Co. Fairview & Lehman Ave. 1340	....	Rayburn R. Rose Rayburn R. Rose Rayburn R. Rose	J. P. Turner J. P. Turner Earl Jaego	....
HARLAN	WHLN (Construction permit)	1420 **1450**	250 **IV**	Blanfox Radio Co. Inc. Harlan	....	Combs Blanford John Francke Fox	....	....
HOPKINSVILLE	WHOP	1200 **1230**	250 **IV**	Paducah Broadcasting Co. Inc. Princeton Pike 1025	....	Pierce E. Lackey Hecht S. Lackey Frederick Ernest Lackey	.... Frederick Ernest Lackey Benson Arwood Smith	....
LEXINGTON	WLAP	1420 **1450**	250 **IV**	American Bcstg. Corp. of Ky. Radio Bldg. 1721	MBS Southern	Gilmore N. Nunn Ted Grizzard J. E. Willis	George Jesse Gilmore Nunn Sanford Helt	Perry
LOUISVILLE	WAVE	940 **970**	5,000 **III-A**	WAVE Inc. Brown Hotel Wabash 6543	NBC-Red	George W. Norton, Jr. Nathan Lord J. F. Cox	George Patterson Lou Reker Wilbur Hudson	Free & Peters
	WGRC (New Albany, Ind.)	1370 **1400**	250 **IV**	Northside Broadcasting Corp. Ky. Home Life Bldg. Louisville: Wabash 3343 New Albany: 150	MBS Southern	S. A. Cisler, Jr. S. A. Cisler, Jr. J. Porter Smith	S. A. Cisler, Jr. David Wilburn H. W. Hathaway	Burn-Smith
	WHAS	820 **840**	50,000 **I-A**	Courier-Journal & Louisville Times Co. 300 W. Liberty St. Wabash 2211	CBS	Barry Bingham W. L. Coulson Joe S. Eaton	Robert L. Kennett John S. Hoagland Orrin W. Towner	Petry
	WINN	1210 **1240**	250-LS 100-N **IV**	Kentucky Broadcasting Corp. Inc. Tyler Hotel Wabash 6791	NBC-Blue	D. E. Kendrick D. E. Kendrick R. E. Shireman	M. K. McCarten Morris Hicks Al Rutherford	....
OWENSBORO	WOMI	1500 **1490**	250 **IV**	Owensboro Broadcasting Co. Livermore Rd. & Byars Ave. 420	....	Lawrence W. Hager Hugh O. Potter Hugh O. Potter	Marshall Bruner Malcolm Greep W. W. Binford	....
PADUCAH	WPAD	1420 **1450**	250 **IV**	Paducah Broadcasting Co. Inc. Taylor Bldg. 4100	....	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Eugene Joseph Peak W. Prewitt Lackey Cloyd Gerald Sims	....

YOU CAN'T RING THE BELL IN BELFRY (Ky.)!

You *can* ring the bell in Kentucky, all right! But not in lilliput hamlets like Belfry, Belcher, and Barrenfork! It takes the big Louisville Trading Area—where a million-*plus* buyers spend more money than all the rest of Kentucky put together! . . . . *Alone*, WAVE covers this market completely and *at lowest cost*. Shall we send you the *proof*?

LOUISVILLE'S

WAVE

5000 WATTS **940 K.C.** **N.B.C.**

FREE & PETERS, INC., NAT'L REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA	KALB	1210 **1240**	250 **IV**	Alexandria Bcstg. Co. Inc. Third & Jackson Sts. 65	....	Walter H. Allen C. Edly Rogers Edgar R. Cappellini	Gordon Loudon C. Edly Rogers Jesse R. Sexton	....
BATON ROUGE	WJBO	1120 **1150**	1,000 CP-5,000 **III-A**	Baton Rouge Broadcasting Co. Inc. 352 Florida St. 6060	NBC-Blue	Charles P. Manship, Sr. H. Vernon Anderson J. Roy Dabadie	Ralph H. Sims Forrest Nettles Wilbur T. Golson	Hollingbery
LAFAYETTE	KVOL	1310 **1340**	250 **IV**	Evangeline Bcstg. Co. Inc. Evangeline Hotel 336	....	Morgan Murphy George H. Thomas Robert A. Escudier	A. B. Craft L. Turner Clovis Bailey	....
LAKE CHARLES	KPLC	1500 **1490**	250 **IV**	Calcasieu Broadcasting Co. Box 278 81	....	T. B. Lanford C. R. Porter Frank Carroll	Walter Melson .... E. C. Moses	....
MONROE	KMLB	1200 **1230**	250 **IV**	Liner's Broadcasting Station Inc. Frances Hotel 4321	....	J. C. Liner, Jr. J. C. Liner, Jr. J. C. Liner, Jr.	Melba Henry Tommy May O. L. Morgan	....
NEW ORLEANS	WDSU	1250 **1280**	1,000 CP-5,000 **III-A**	WDSU Inc. Hotel Monteleone Raymond 7135	NBC-Blue Louisiana	J. H. Uhalt P. K. Ewing P. K. Ewing	Billy Elliott L. Diggs George H. Peirce	Blair
	WJBW	1200 **1230**	250 **IV**	Charles C. Carlson New Orleans Franklin 0644	....	Charles C. Carlson Charles C. Carlson Charles C. Carlson	....	....
	WNOE	1420 **1450**	250 **IV**	WNOE Inc. New Orleans Raymond 0423	MBS	James A. Noe James Gordon	....	....
	WSMB	1320 **1350**	5,000 **III-A**	WSMB Inc. Maison Blanche Bldg. Magnolia 5921	NBC-Red So. Central	E. V. Richards H. Wheelahan T. J. Fontelieu	Bill Brengel T. J. Fontelieu H. G. Nebe	Petry
	WWL	850 **870**	50,000 **I-A**	Loyola University Roosvelt Hotel Raymond 2194	CBS	Rev. P. A. Roy, S. J. W. H. Summerville A. Louis Read	Henry Dupre .... J. D. Bloom, Jr.	Katz
SHREVEPORT	KRMD	1310 **1340**	250 **IV**	Radio Station KRMD Inc. Box 1712 6171	....	R. M. Dean Glenn V. Wilson David Wilson	Brice Dickson W. L. Switzer R. M. Dean	....
	KTBS	1450 **1480**	1,000 **III-B**	Tri-State Broadcasting System Inc. Commercial Bldg. 2-8711	NBC-Red So. Central	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham
	KWKH	1100 **1130**	50,000 **II**	International Broadcasting Corp. Commercial Bldg. 2-8711	CBS So. Central	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA	WRDO	1370 **1400**	100 **IV**	WRDO Inc. 175 Water St. 2285	NBC MBS Yankee Colonial	George F. Kelley, Jr. Jack S. Atwood	Jack S. Atwood Frederick Cole Harold Dinsmore	Weed
BANGOR	WABI	1200 **1230**	250 **IV**	Community Broadcasting Service 57 State St. 6658	CBS	F. B. Simpson R. M. Wallace R. M. Wallace	Maurice Dolbier R. O. Marcoux Nelson Lawson	Furgason & Walker
	WLBZ	620 **620**	1,000-LS 500-N **III-B**	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Norman Lambert .... Bernard Kellom	Weed
LEWISTON	WCOU	1210 **1240**	250 **IV**	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3140	MBS Yankee Colonial	J. B. Couture Guy P. Ladouceur Guy P. Ladouceur	Elden H. Shute, Jr. .... Leslie R. Hall	Forjoe
PORTLAND	WCSH	940 **970**	2,500-LS 1,000-N CP-5,000-U **III-A**	Congress Square Hotel Co. 579 Congress St. 3-9667	NBC-Red Yankee	Mrs. Henry P. Rines George F. Kelley Linwood T. Pitman	Albert W. Smith Linwood T. Pitman G. Fred Crandon	Weed
	WGAN	560 **560**	5,000 **III-A**	Portland Bcstg. System Inc. Columbia Hotel 2-4789	CBS	Guy P. Gannett Creighton E. Gatchell Creighton E. Gatchell	Richard E. Bates Creighton E. Gatche Roger W. Hodgkins	Raymer
PRESQUE ISLE	WAGM	1420-SH **1450**	100 **IV**	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	....	H. J. McGuire R. W. MacIntosh L. E. Hughes	Ted Coffin .... L. E. Hughes	Cox & Tanz

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE	WBAL	1060† **1090**	10,000 CP-50,000-U **I-B**	WBAL Broadcasting Corp. Lexington Bldg. Lexington 4900	NBC-Blue MBS	Hearst Radio Inc. Harold C. Burke Leslie H. Peard, Jr.	Paul Girard Jack Mayer Gerald W. Cooke	International
	WCAO	600 **600**	1,000-LS 500-N **III-B**	Monumental Radio Co. 811 W. Lanvale St. Madison 7220	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon A. Scheihing L. Waters Milbourne Martin L. Jones	Raymer

† WBAL holds special experimental authorization to operate simultaneously until 9 p.m. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc., 2,500 watts

Spotlight on Baltimore

---IN 1941

SOON--- FULL TIME AND 50,000 WATTS

IN 1941—MORE THAN EVER BEFORE **WBAL means business in Baltimore**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MARYLAND—(Continued)

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BALTIMORE— Continued	WCBM	1370 **1400**	250 **IV**	Baltimore Bcstg. Corp. Community House University 8400	MBS	John Elmer George H. Roeder John Elmer	Michael Murray Frank Thomas G. Porter Houston	Foreman
	WFBR	1270 **1300**	5,000–LS 1,000–N **III-A**	Baltimore Radio Show Inc. 10 E. North Ave. Vernon 6900	NBC-Red	Robert S. Maslin Hope H. Barroll, Jr. Purnell Gould	Bert Hanauer Robert S. Maslin, Jr. William Q. Ranft	Petry
	WITH (Construction permit; starts in February)	1200 **1230**	250 **IV**	Maryland Broadcasting Co. 7 E. Lexington St. Calvert 3330	....	Thomas G. Tinsley, Jr. Thomas G. Tinsley, Jr. Thomas G. Tinsley, Jr.	Harold Kaye .... James S. Duff	....
CUMBERLAND......	WTBO	800 **820**	250–D **II**	Associated Broadcasting Corp. Commercial Savings Bank Bldg. 299	Quaker	Frank V. Becker Frank V. Becker Edward H. Allen	Stewart W. Phillips Edward H. Allen Charles Ray Sine	Burn-Smith
FREDERICK........	WFMD	900 **930**	500 **III-B**	Monocacy Broadcasting Co. Winchester Hall 1466	....	Laurence Leonard A. V. Tidmore John E. Carnaghan	Robert L. Longstreet John E. Carnaghan John A. Fels	....
HAGERSTOWN.....	WJEJ	1210 **1240**	250 **IV**	Hagerstown Broadcasting Co. Franklin Court 2323	MBS	Dr. Arthur L. Blessing Grover C. Crilley Clarence Myers	William H. Paulsgrove Grover C. Crilley G. Harold Brewer	International
SALISBURY.........	WBOC	1500 **1490**	250 **IV**	Peninsula Broadcasting Co. Box 200 2480	....	John W. Downing Charles J. Truitt Charles J. Truitt	Charles J. Truitt Charles J. Truitt Edward J. Hagert	....

MASSACHUSETTS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOSTON............	WAAB	1410 **1440**	1,000 **III-A**	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy L. Harlow Linus Travers William Warner	Linus Travers Robert S. Playfair F. Carleton McVarish Paul A. deMars Irving B. Robinson	Petry
	WBZ	990 **1030**	50,000 **I-B**	Westinghouse Elec. & Mfg. Co. 275 Tremont St. Hancock 4261	NBC-Blue	Westinghouse E. & M. Co. W. C. Swartley C. S. Young, Asst. Frank R. Bowes	John F. McNamara Harry D. Goodwin Dwight A. Myer	NBC
	WCOP	1120 **1150**	500–D CP-500–U **III-B**	Massachusetts Bcstg. Corp. Copley Plaza Hotel Commonwealth 1717	American	Arde Bulova Harold A. Lafount A. N. Armstrong A. N. Armstrong	Arthur Leary John K. Gowen 3rd Whitman N. Hall	Headley-Reed
	WEEI	590 **590**	5,000 **III-A**	Columbia Broadcasting System Inc. 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo Harlow George Philip K. Baldwin	Radio Sales
	WHDH	830 **850**	1,000–D **II**	Matheson Radio Co. Inc. Hotel Touraine Hancock 0900	....	Alice E. Matheson Ralph G. Matheson John J. Matheson	A. J. Matheson .... Donald Wise	....
	WMEX	1470 **1510**	5,000 **II**	The Northern Corp. 70 Brookline Ave. Commonwealth 3900	....	John E. Reilly Alfred J. Pote William S. Pote	John E. Reilly William S. Pote William M. Smith	McGillvra
	WNAC	1230 **1260**	5,000–LS 1,000–N CP-5,000–U **III-A**	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd Roy L. Harlow Linus Travers	Linus Travers Gerald Harrison Robert S. Playfair F. Carleton McVarish Paul A. deMars	Petry
	WORL	920 **950**	1,000–D **III**	Broadcasting Service Organization Myles Standish Hotel Commonwealth 5100	American	Harold A. Lafount George Lasker George Lasker	Robert N. Perry .... Melvin Stickles	Rambeau
FALL RIVER........	WSAR	1450 **1480**	1,000 **III-B**	Doughty & Welch Electric Co. Inc. Academy Bldg. 450	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch .... John C. Pavao	Forjoe Furgason & Walker
GREENFIELD.......	WHAI	1210 **1240**	250 **IV**	John W. Haigis Mansion House 4301	MBS Yankee Colonial	John W. Haigis James L. Spates C. D. Barradale	Warren M. Greenwood Hal Goodwin James L. Spates	McGillvra
HOLYOKE..........	WHYN (Construction permit)	1370 **1400**	250 **IV**	Hampden-Hampshire Corp. Holyoke	....	William Dwight	....	....
LAWRENCE.........	WLAW	680 **680**	5,000 **II**	Hildreth & Rogers Co. 278 Essex St. 4107	CBS	Alexander H. Rogers Irving E. Rogers David G. Jones David M. Kimel	John D. Maloy .... George A. Hinckley	Katz
LOWELL............	WLLH	1370 **1400**	250 **IV**	Merrimac Broadcasting Co. Inc. Rex Center, Lowell Cregg Bldg., Lawrence Lowell: 8715 Lawrence: 2-2148	MBS Yankee Colonial	A. S. Moffat Robert Donahue Haskell Bloomberg	Thomas Clayton Robert Donahue	Petry
NEW BEDFORD.....	WNBH	1310 **1340**	250 **IV**	E. Anthony & Sons Ltd. 588 Pleasant St. 3-3447	MBS Yankee Colonial	Standard Times—Mercury Irving Vermilya Jeanette L. Adelsohn	Jeanette L. Adelsohn .... Clyde G. Pierce	....
PITTSFIELD........	WBRK	1310 **1340**	250 **IV**	Harold Thomas 8 Bank Row 2-1553	MBS Yankee Colonial	Harold Thomas Levon Thomas Bruff Olin	Wolcott Wyllie .... Harold Thomas	Furgason & Walker
SALEM.............	WESX	1200 **1230**	100 **IV**	North Shore Broadcasting Co. 126 Washington St. 5670	....	Charles W. Phelan Van D. Sheldon Robert C. Taylor	Majorie Leadbetter .... Richard I. Hammond	Rambeau

THE NEW WLAW 5000 WATTS 680 KILOCYCLES

LAWRENCE
the Heart of
NORTHERN NEW ENGLAND

In the center of the rich, industrial Merrimack Valley WLAW influences the trading habits of nearly 3,000,000 people . . . truly a worthwhile market for anybody's product.

THE AREA REACHED BY WLAW RANKS AS AMERICA'S 3rd "CITY"

In any nationwide radio plan you wouldn't think of eliminating Philadelphia — Detroit — Los Angeles or Cleveland. Yet the population reached by WLAW with its new power is greater than that of any of these cities . . . even greater than Detroit and Los Angeles combined. That's why we say WLAW is a "MUST" in every New England radio plan.

COLUMBIA CBS AFFILIATE

WLAW

LAWRENCE, MASS.

Owned and Operated by
HILDRETH & ROGERS CO.
Publishers of
LAWRENCE DAILY EAGLE and EVENING TRIBUNE

National Representatives • THE KATZ AGENCY, Inc.
New York • Chicago • Detroit • Atlanta • Kansas City • Dallas • San Francisco

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SPRINGFIELD......	WBZA	990 **1030**	1,000 **II**	Westinghouse Elec. & Mfg. Co. 140 Chestnut St. 8-8336	NBC-Blue	Westinghouse E. & M. Co. W. C. Swartley C. S. Young, Asst. Frank R. Bowes	John F. McNamara Harry D. Goodwin Dwight A. Myer	NBC
	WMAS	1420 **1450**	250 **IV**	WMAS Inc. Hotel Charles 7-1414	CBS	Albert S. Moffat Albert W. Marlin Albert W. Marlin	F. Turner Cooke .... Earle G. Hewinson	Petry
	WSPR	1240 **1270**	500 **III-B**	WSPR Inc. 63 Chestnut St. 6-2757	MBS Colonial	Quincy Adams Brackett Quincy Adams Brackett Milton W. Stoughton	Wayne Henry Latham Milton W. Stoughton Allen R. Bradley	Hollingbery
WEST YARMOUTH..	WOCB	1210 **1240**	250 **IV**	Cape Cod Broadcasting Co. West Yarmouth Hyannis 1697	....	Harriett M. Alleman Helen W. MacLellan Harriett M. Alleman Arthur A. Newcomb	H. Harrison Flint .... Rodney Merrill	....
WORCESTER.......	WORC	1280 **1310**	1,000 **III-B**	Alfred Frank Kleindienst 65 Elm St. 5-3101	CBS	Alfred F. Kleindienst Mildred P. Stanton Lawrence J. Miron	.... Edgar L. Marven	Weed
	WTAG	580 **580**	5,000–LS 1,000–N **III-A**	Worcester Telegram Publishing Co. 18 Franklin St. 5-4321	NBC-Red Yankee	George F. Booth E. E. Hill George H. Jaspert	William T. Cavanagh .... Hobart J. Newell	Petry
	WMAW (Construction permit)	1200 **1230**	250 **IV**	C. T. Sherer Co., Inc. Worcester	....	Frank F. Butler	....	....

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BATTLE CREEK.....	WELL	1420 **1400**	250 **IV**	Federated Publications Inc. 1 W. Michigan Ave. 5655	Michigan (NBC-Blue)	A. L. Miller D. E. Jayne F. F. Owen	Alden Haight .... Raymond Roof	Burn-Smith
BAY CITY..........	WBCM	1410 **1440**	1,000–LS 500–N **III-B**	Bay Broadcasting Co. Inc. 104 Center Ave. 4700	Michigan (NBC-Blue)	Harley D. Peet H. A. Giesel H. A. Giesel	Jack D. Parker A. F. Huebner Ralph H. Carpenter	Hollingbery
CALUMET..........	WHDF	1370 **1400**	250 **IV**	Upper Michigan Bcstg. Co. Houghton, Mich. 1	....	A. L. Burgan John W. Rice Albert W. Payne	Earl Norden A. W. Payne George L. Burgan	Bogner & Martin
DETROIT...........	WJBK	1500 **1490**	250 **IV**	James F. Hopkins Inc. 6559 Hamilton Ave. Trinity 2-2000	....	James F. Hopkins James F. Hopkins Arthur H. Croghan	Sybil Kreighoff John Olenick Paul Fricke	Forjoe
	WJR	750 **760**	50,000 **I-A**	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Norman White Owen F. Uridge M. R. Mitchell	Petry
	WMBC	1420 **1400**	250 **IV**	John L. Booth Broadcasting Inc. 7310 Woodward Ave. Madison 9100	....	John L. Booth John L. Booth Edythe Fern Melrose	Fred Knorr .... Edward Clark	Furgason & Walker
	WWJ	920 **950**	5,000–LS 1,000–N CP-5,000–U **III-A**	Evening News Association 626 W. Lafayette Blvd. Randolph 2000	NBC-Red	W. E. Scripps William J. Scripps Harry Bannister	Mel Wissman Jake Albert Walter Hoffman	Hollingbery
	WXYZ	1240 **1270**	5,000 **III-A**	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Harry Sutton, Jr.	James G. Riddell Harold Christian Charles C. Hicks Roy Gardner	Raymer
	CKLW (Windsor, Ont.)	1030 **800**	5,000 **II**	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	MBS	Malcolm G. Campbell J. E. Campeau L. J. DuMahaut	John Gordon Frank Burke William J. Carter	McGillvra
ESCANABA.........	WDBC (Construction permit)	1500 **1490**	250 **IV**	Delta Broadcasting Co. Escanaba	....	Joe J. Clancy	....	....
EAST LANSING.....	*WKAR	850 **870**	5,000–D **II**	Michigan State College East Lansing 5-9113, Ext. 600	....	Michigan State College Robert J. Coleman	Robert J. Coleman .... Norris E. Grover	....
FLINT..............	WFDF	1310 CP-880 **910**	100 CP-1,000 **III-B**	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Michigan (NBC-Blue)	Frank D. Fallain Howard M. Loeb Frederick S. Loeb	Adrian R. Cooper R. V. Osgood Frank D. Fallain	Burn-Smith
GRAND RAPIDS....	WGRB (Construction permit)	1200 **1230**	250 **IV**	Grand Rapids Broadcasting Corp. Grand Rapids	....	Boyce K. Muir	....	....
	WLAV	1310 **1340**	250 **IV**	Leonard A. Versluis 6 Fountain St., N. E. 6-5461	MBS	Leonard A. Versluis Howard M. Steed Howard M. Steed	John Marshall King Bard Lauren Bergeron	....
	WOOD-WASH	1270 **1300**	500 **III-B**	King Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	Michigan (NBC)	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek Paul F. Eichhorn Fred W. Russell	Raymer
IRONWOOD........	WJMS	1420 **1450**	250 **IV**	Upper Mich.-Wis. Bcstg. Co. Inc. Ironwood 20	....	William L. Johnson N. C. Ruddell Richard Hasbrook	Harry Wills .... R. L. Johnson	Bogner & Martin
JACKSON..........	WIBM	1370 **1450**	250 **IV**	WIBM Inc. Hotel Hayes 6121	Michigan (NBC-Blue)	Herman Radner Roy Radner Roy Radner	Bill Dunn William Cizek Charles Wirtanen	Forjoe

WORL

FEATURING

THE 920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM

WRITE FOR 15 OUTSTANDING SUCCESS STORIES

920 KILOCYCLES *Boston, Mass.* **1000 WATTS**

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

MICHIGAN—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
KALAMAZOO	WKZO	590 **590**	1,000 **III-B**	WKZO Inc. 124 W. Michigan Ave. 3-1223	CBS Michigan	John E. Fetzer John E. Fetzer John W. O'Harrow	Jack Walters .... Edwin Rector	Wilson
LANSING	WJIM	1210 **1240**	250 **IV**	WJIM Inc. City National Bldg. 2-1333	Michigan (NBC-Blue)	Harold F. Gross Harold F. Gross Harold F. Gross	Howard F. Finch Bob Innes Melvin Wirth	....
LAPEER	*WMPC	1200-SH **1230**	250 **IV**	First Methodist Protestant Church 803 Liberty St. 455-J	....	First Methodist Church Frank S. Hemingway	Frank S. Hemingway .... Hollis F. Hayes	....
MARQUETTE	WDMJ	1310 **1340**	250 **IV**	Lake Superior Bcstg. Co. 146 W. Washington 616	....	Frank J. Russell, Jr. Gordon H. Brozek Gordon H. Brozek	.... Gordon H. Brozek	....
MUSKEGON	WKBZ	1500 **1490**	250 **IV**	Ashbacker Radio Corp. Michigan Theatre Bldg. 26-051	....	Grant F. Ashbacker Grant F. Ashbacker William C. Wester	Frank Lynn Loran A. Haney George Krivitzky	Burn-Smith
PONTIAC	WCAR	1100 **1130**	1,000-D **II**	Pontiac Broadcasting Co. Riker Bldg. 7141	....	Harold E. Howlett H. Y. Levinson W. K. Bailey	William E. McDonald .... Wiley D. Wenger	Foreman
PORT HURON	WHLS	1370 **1450**	250 **IV**	Port Huron Broadcasting Co. 932 Military St. 6191	....	Harmon L. Stevens Herman L. Stevens Angus D. Pfaff Robert Mackin	Harmon L. Stevens Robert Mackin Wayne McDonnell	Forjoe
ROYAL OAK	WEXL	1310 **1340**	50 CP-250 **IV**	Royal Oak Broadcasting Co. 212 W. Sixth St. Elmhurst 6524	....	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight .... Joseph L. McFarland	....
SAGINAW	WHAL (Construction permit)	950 **980**	500-D **III**	Harold F. Gross & E. C. Shields Saginaw	....	Harold F. Gross Edmund C. Shields	....	....
	WSAM	1200-SH **1230**	250-LS 100-N **IV**	Saginaw Broadcasting Co. Bay at Weiss St. 2-6148	....	Milton L. Greenebaum Frederic Shaffmaster Milton L. Greenebaum	Stuart Sheill Milton L. Greenebaum Harold McCullen	....
SAULT STE. MARIE	WSOO	1200 **1230**	250-LS 100-N **IV**	Hiawathaland Broadcasting Co. Sault St. Marie	....	Vernon W. Atkins	....	McGilvra
TRAVERSE CITY	WTCM	1370 **1400**	250 **IV**	Midwestern Broadcasting Co. Traverse City	....	Lester Biederman	....	....

MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBERT LEA	KATE	1420 **1450**	250 **IV**	Albert Lea Broadcasting Co. Albert Lea 2338	MBS No. Central	E. L. Hayek Warner C. Tidmann Thomas J. Lathrop	Sherman Booen Earl Knox George Church	....
DULUTH	KDAL	1500 **1490**	250 **IV**	Red River Broadcasting Co. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Gilbert Fawcett Darrell D. Bandy R. A. Dettman	
	WEBC	1290 **1320**	5,000-LS 1,000-N **III-A**	Head of the Lakes Bcstg. Co. WEBC Bldg. Melrose 1537	NBC Arrowhead MBS	Morgan Murphy Walter C. Bridges Thomas W. Gavin	Don McCall F. G. Watson C. B. Persons	Hollingbery
FERGUS FALLS	KGDE	1200 **1230**	250-LS 100-N **IV**	Charles L. Jaren Lincoln Ave., W. 898	MBS No. Central	C. L. Jaren C. L. Jaren C. L. Jaren	Hub Warner Hub Warner	....
HIBBING	WMFG	1210 **1240**	250 **IV**	Head of the Lakes Bcstg. Co. Androy Hotel 1150	CBS Arrowhead	Morgan Murphy H. S. Hyett H. S. Hyett	R. E. Coe H. S. Hyett C. B. Persons	
MANKATO	KYSM	1500 **1230**	250 **IV**	Southern Minnesota Supply Co. 101 N. Second St. 4673	Minnesota NBC	F. B. Clements Ray E. Schwartz Ray E. Schwartz	Jack Hanssen Jack Hanssen Herbert D. Kimberly	Wilson
MINNEAPOLIS- ST. PAUL	KSTP	1460 **1500**	50,000 **I-B**	National Battery Bcstg. Co. St. Paul Hotel, St. Paul Cedar 5511	NBC-Red Minnesota	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Sam L. Levitan Hector R. Skifter	Petry
	WCCO	810 **830**	50,000 **I-A**	Columbia Broadcasting System Inc. 625 Second Ave., S., Minneapolis Main 1202	CBS	CBS—Earl H. Gammons Earl H. Gammons Carl J. Burkland	Hayle C. Cavanor Robert L. Hutton Hugh S. McCartney	Radio Sales
	WDGY	1180 L-KOB **1130**	5,000-LS 1,000-N **II**	George W. Young Nicollet Hotel, Minneapolis Bridgeport 7777	....	George W. Young George W. Young Wallace E. Stone	Wallace E. Stone Wallace E. Stone George W. Young	Rambeau
	*WLB	760 ST-WCAL **770**	5,000-D **II**	University of Minnesota Minneapolis Main 8177	....	University of Minnesota Burton Paulu	J. Herbert Swanson .... Francis Biltz	....
	WLOL	1300 **1330**	1,000 **III-B**	Independent Merchants Bcstg. Co. 1730 Hennepin Ave., Minneapolis Atlantic 0406 (Minneapolis) Midway 4043 (St. Paul)	MBS No. Central	John P. Devaney Edward P. Shurick Stan H. Haigh	Jerry Harrington Stan H. Haigh Ogden Prestholdt	Foreman
	WMIN	1370 **1400**	250 **IV**	WMIN Broadcasting Co. 1287 St. Anthony Ave., St. Paul Nestor 6501	....	Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Samuel Nemer Warren B. Fritze	....
	WTCN	1250 **1280**	5,000-LS 1,000-N **III-A**	Minnesota Broadcasting Corp. Wesley Temple Bldg., Minneapolis Main 6562	NBC-Blue	Minneapolis Tribune St. Paul Dispatch & Pioneer Press C. T. Hagman Lee L. Whiting	Robert DeHaven .... John M. Sherman	Free & Peters

133,500 Watts*

...WHERE IT IS MOST EFFECTIVE

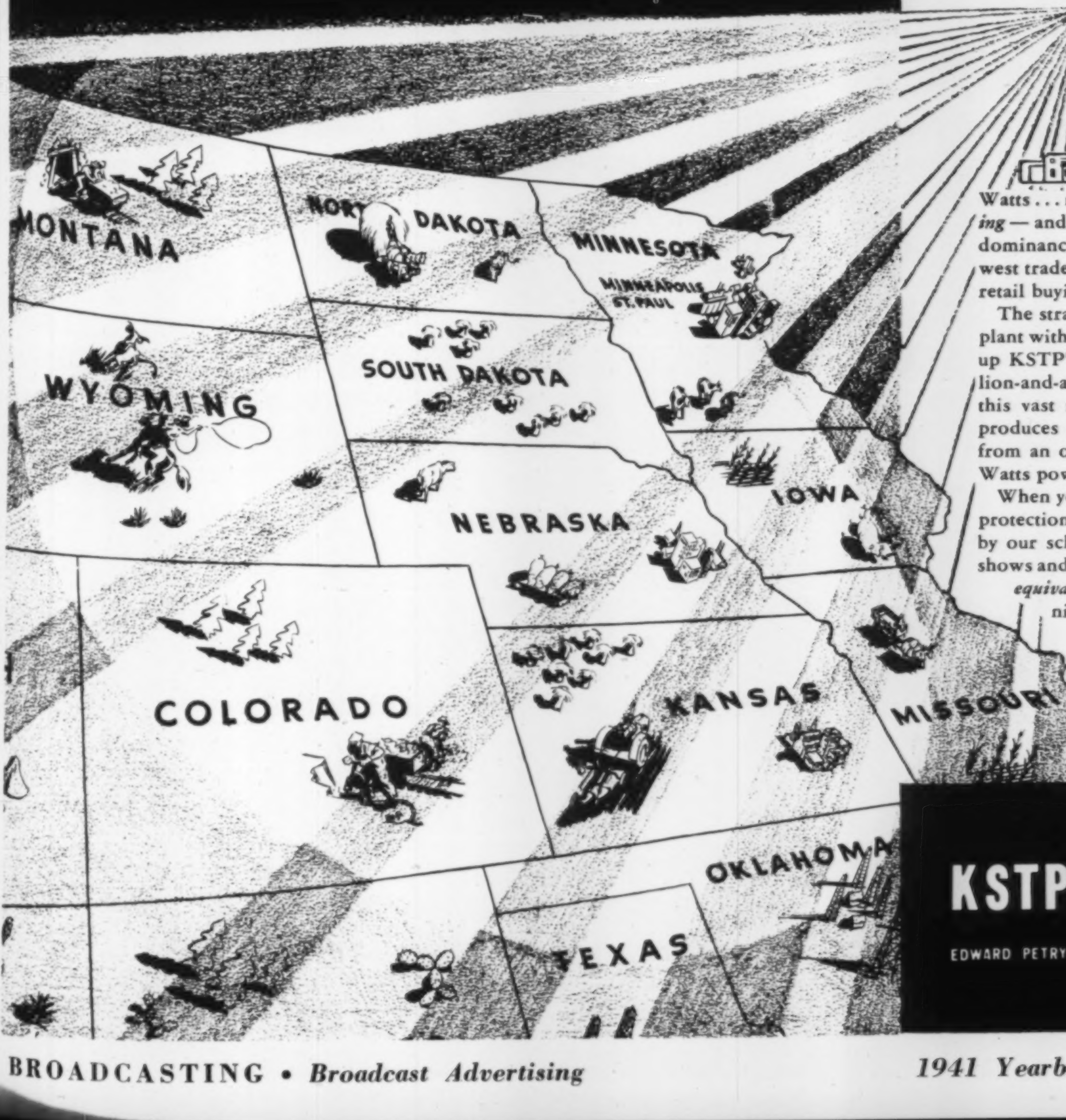
KSTP

50,000 WATTS • CLEAR CHANNEL

*THIS TREMENDOUS SIGNAL STRENGTH TO MINNEAPOLIS AND THE WEST MADE POSSIBLE BY MOST ADVANCED DIRECTIVE ANTENNA ARRAY

This U. S. map illustrates proportionately the tremendous nighttime coverage of KSTP's new directive antenna array

IT'S NOT WHAT YOU HAVE.... BUT WHAT YOU DO WITH IT!!!!



It?—KSTP's 50,000 Watts... nearly tripled by *intensifying — directing* — and *concentrating* them, giving nighttime dominance of the great Twin City and Northwest trade area — one of America's "Big Ten" retail buying markets.

The strategically-located KSTP transmitting plant with its remarkable antenna array plusses up KSTP's *concentrated blanketing* of the billion-and-a-half-dollar Twin City market with this vast new bonus coverage. This antenna produces a signal which could be broadcast from an ordinary antenna only with 133,500 Watts power!

When you buy KSTP, you get Clear Channel protection — the dominant audience insured by our schedule of NBC Basic Red Network shows and top local programming — and *power equivalent to 133,500 Watts* in this rich ninth retail market.

You get all this plus KSTP's exclusive *"Planalyzed Promotion"* at rates which give you *more loyal listeners at less cost.*

KSTP NBC BASIC RED NETWORK
MINNEAPOLIS • ST. PAUL

EDWARD PETRY & CO. NATIONAL REPRESENTATIVES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MOORHEAD	KVOX	1310 **1340**	250 **IV**	KVOX Broadcasting Co. 722 Center Ave. 3-1523	MBS No. Central	R. K. Herbst M. M. Marget Reinhard Steinley, Jr.	Tommy Nugent Reinhard Steinley, Jr. Fred Monkkonen	....
NORTHFIELD	*WCAL	760 ST-WLB **770**	5,000-D **II**	St. Olaf College Northfield 660	....	Dr. L. W. Boe Milford C. Jensen	Dr. Martin Hegland .... Milford C. Jensen	....
ROCHESTER	KROC	1310 **1340**	250 **IV**	Southern Minnesota Bcstg. Co. 100 First Ave. 2727	Minnesota NBC	Gregory Gentling Gregory Gentling Gregory Gentling	....	Wilson
ST. CLOUD	KFAM	1420 **1450**	250 **IV**	Times Publishing Co. Weber Bldg. 3330	Minnesota NBC	Fred Schilplin Fred Schilplin Chester W. Erickson	Wilhemine Schindler Chester W. Erickson Robert B. Witschen	Wilson
ST. PAUL	**(See Minneapolis-St. Paul)**							
VIRGINIA	WHLB	1370 **1400**	250 **IV**	Head of the Lakes Bcstg. Co. WHLB Bldg. 2000	CBS Arrowhead	Morgan Murphy Barney Irwin Barney Irwin	Wayne Byers William Lofback C. B. Persons	....
WILLMAR	KWLM	1310 **1340**	100 **IV**	Lakeland Broadcasting Co. Memorial Auditorium Bldg. 1310	....	H. W. Linder Edgar Parsons H. W. Linder	Edgar Parsons .... Vern Baumgartner	....
WINONA	KWNO	1200 **1230**	250 **IV**	Winona Radio Service 216 Center St. 3314	MBS No. Central	M. H. White L. L. McCurnin L. L. McCurnin	L. L. McCurnin Bob Owens Maurice Reutter	....

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
COLUMBUS	WCBI	1370 **1400**	250 **IV**	Birney Imes Gilmer Hotel 1313	....	Birney Imes Bob McRaney W. E. Williams	W. E. Williams .... Robert Montgomery	....
GREENVILLE	WJPR	1310 **1340**	250 **IV**	John R. Pepper 107 S. Poplar St. 1770	....	John R. Pepper Paul Thompson Paul Thompson	Bert Ferguson Frank W. Baldwin Millard Perry	....
GREENWOOD	WGRM	1210 **1240**	250 **IV**	P. K. Ewing 222 Howard St. 1717	NBC-Blue	P. K. Ewing, Jr. P. K. Ewing, Jr. P. K. Ewing, Jr.	Jimmy Whitaker Robert Morgan George Wilson	Sears & Ayer
GULFPORT	WGCM	1210 **1240**	250 **IV**	WGCM Inc. Hotel Markham 1111	....	P. K. Ewing F. C. Ewing F. C. Ewing	Jack Reid V. M. Glass Kenneth Ervin	....
HATTIESBURG	WFOR	1370 **1400**	100 CP-250-LS **IV**	Forrest Broadcasting Co. Box 407 1866	NBC-Red	C. J. Wright C. J. Wright C. J. Wright	J. T. Orr .... C. H. Dyess	Sears & Ayer
JACKSON	WJDX	1270 **1300**	5,000-LS 1,000-N **III-A**	Lamar Life Insurance Co. Box 2171 2641	NBC-Red So. Central	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1420 **1450**	250 **IV**	Standard Life Broadcasting Co. Robert E. Lee Hotel 3-2788	NBC-Blue	G. W. Covington L. M. Sepaugh F. E. Wilkerson, Jr.	Vassar Dubard Maurice Wray T. G. Hubbard	Sears & Ayer
LAUREL	WAML	1310 **1340**	250 **IV**	New Laurel Radio Station Inc. 312½ Central Ave. 288	NBC-Red	D. A. Matison Hugh M. Smith Hugh M. Smith	Billy Tracy Granville Walters A. A. Touchstone	....
McCOMB	WSKB	1200 **1230**	250 **IV**	McComb Broadcasting Corp. Box 111 37	....	{Robert Louis Sanders {George Blumenstock George Blumenstock George Blumenstock	Julia D. Blumenstock Joseph Butler Robert Louis Sanders	Cox & Tanz
MERIDIAN	WCOC	880 **910**	1,000 **III-A**	Mississippi Broadcasting Co. Strand Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin	....
VICKSBURG	WQBC	1360 **1390**	1,000-D **III**	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	....	Louis P. Cashman O. W. Jones O. W. Jones	Jeff Hester O. W. Jones C. E. Drake	....

MISSOURI

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CAPE GIRARDEAU	KFVS	1370 **1400**	250 **IV**	Oscar C. Hirsch 324 Broadway 2104	....	Oscar C. Hirsch Oscar C. Hirsch Oscar C. Hirsch	Virginia Bahn Ralph Hirsch Oscar C. Hirsch	....
COLUMBIA	KFRU	1370 **1400**	250 **IV**	KFRU Inc. 9th & Elm Sts. 4141	NBC-Blue	Elzey Roberts C. L. Thomas Jack W. Roth	Guy W. Lowe Foster H. Brown Robert Haigh	Weed
JEFFERSON CITY	KWOS	1310 **1340**	250 **IV**	Tribune Printing Co. 210 Monroe St. 4000	MBS	R. C. Goshorn R. L. Rose R. L. Rose	John J. Corrigan .... J. C. Haynes	Sears & Ayer
JOPLIN	WMBH	1420 **1450**	250 **IV**	Joplin Broadcasting Co. Keystone Hotel 330	....	D. J. Poynor D. J. Poynor W. H. Clark	Stella Lukens .... Baxter Burris	Sears & Ayer
KANSAS CITY	KCMO	1450 **1480**	5,000-LS 1,000-N **III-B**	KCMO Broadcasting Co. Commerce Trust Bldg. Victor 0900	....	Tom L. Evans Jack Stewart Jack Stewart	James Coy C. E. Breazeal Loyd Sigmon	....
	KITE	1530 **1590**	1,000 **III-A**	First National Television Inc. 816 Locust St. Harrison 5818	MBS	D. E. Kendrick L. L. Jaquier R. S. Payton	Irma Peek R. S. Payton Wayne J. Hatchett	....
	KMBC	950 **989**	5,000 **III-A**	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church Karl Koerper Sam H. Bennett	Felix Adams {Mark Smith {Frank Barhydt {Ray Moler {Kenneth Krahl	Free & Peters

XUM

KXOK

ST. LOUIS, MISSOURI

630 KC.

5000 WATTS

DAY AND NIGHT

NBC

BASIC BLUE NETWORK

Affiliated with KFRU, Columbia, Mo.
Nationally represented by Weed & Company,
New York, Chicago, Detroit & San Francisco.

OWNED AND OPERATED BY THE ST. LOUIS STAR-TIMES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MISSOURI—(Continued)

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KANSAS CITY—Continued	WDAF	610 **610**	5,000 **III-A**	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzer V. S. Batton, Asst. R. Gardner Reames	Harry J. Kaufmann .... Joseph A. Flaherty	Petry
	WHB	860 **880**	1,000-D **II**	WHB Broadcasting Co. Scarritt Bldg. Harrison 1161	MBS Kansas	Donald Dwight Davis John T. Schilling Donald Dwight Davis	Dick Smith Harold Wade Henry E. Goldenberg	Rambeau
	WREN	1220 ST-KFKU **1250**	5,000-LS 1,000-N **III-A**	**(See Lawrence, Kan.)**				
	KCKN	1310 **1340**	250 **IV**	**(See Kansas City, Kan.)**				
POPLAR BLUFF.....	KWOC	1310 **1340**	250 **IV**	Radio Station KWOC 1801 N. Main St. 1310	....	O. A. Tedrick P. H. Cunningham P. H. Cunningham	W. R. Tedrick P. H. Cunningham Don Lidenton	Sears & Ayer
ST. JOSEPH........	KFEQ	680 L-KPO **680**	2,500-LS 500-N **II**	KFEQ Inc. Schneider Bldg. 4-0813	....	Barton Pitts Barton Pitts G. G. Griswold	H. H. Packard J. Ted Branson Wesley Koch	Headley-Reed
ST. LOUIS..........	*KFUO	830-SH **850**	1,000 CP-5,000 **II**	Evangelical Lutheran Synod 801 DeMun St. Cabany 2499	....	Evangelical Lutheran Synod Herman H. Hohenstein	Herman H. Hohenstein .... Carl H. Meyer	....
	KMOX	1090 **1120**	50,000 **I-A**	Columbia Bcstg. System Inc. Mart Bldg. Central 8240	CBS	CBS-Merle S. Jones Merle S. Jones Kenneth W. Church	Chester G. Renier J. Soulard Johnson Louis MacComas Young	Radio Sales
	KSD	550 **550**	5,000-LS 1,000-N **III-B**	Pulitzer Publishing Co. Post-Dispatch Bldg. Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Frank Eschen Edward W. Hamlin Robert L. Coe	Free & Peters
	KWK	1350 **1380**	5,000-LS 1,000-N CP-5,000-U **III-A**	Thomas Patrick Inc. Hotel Chase Rosedale 3210	MBS	Robert T. Convey Ray Dady V. E. Carmichael R. M. Sampson	John W. Tinnea R. M. Sampson James P. Burke	Raymer
	KXOK	630 **630**	5,000 **III-A**	Star-Times Publishing Co. 12th & Delmar Chestnut 3700	NBC-Blue	Elzey Roberts John C. Roberts, Jr. C. G. Cosby	Blaine Cornwell David Frederick A. F. Rekart	Weed
	WEW	760 **770**	1,000-D **II**	St. Louis University 3642 Lindell Blvd. Franklin 5665	....	Rev. W. A. Burk, S. J. Nicholas Pagliara Nicholas Pagliara	Arthur T. Jones .... George E. Rueppel	McGillvra
	WIL	1200 **1230**	250 **IV**	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	....	L. A. Benson L. A. Benson David Pasternak	Neil Norman Bill Durney Chal H. Stoup	Reynolds-Fitzgerald
	WTMV (East St. Louis, Ill.)	1500 **1490**	250 **IV**	Mississippi Valley Bcstg. Co. Inc. Broadview Hotel East 4390	....	Wm. H. West, Jr. Wm. H. West, Jr. Carlin S. French	George T. Case Carlin S. French Thomas R. McLean	Sears & Ayer
SEDALIA...........	KDRO	1500 **1490**	250 **IV**	A. S. & R. A. Drohlich 2100 W. Broadway 4004	....	A. S. & R. A. Drohlich Robert A. Drohlich Robert A. Drohlich	Albert S. Drohlich Albert S. Drohlich Thomas Yount	Wilson
SPRINGFIELD......	KGBX	1230 **1260**	5,000 **III-A**	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC	T. W. Duvall R. D. Foster Leslie Kennon	George Earle Carl Ward Fritz Bauer	KWTO-KGBX
	KWTO	560 **560**	5,000-D **III**	Ozarks Broadcasting Co. 508 E. St. Louis St. 1360	....	R. D. Foster R. D. Foster Leslie Kennon	Terry Moss Carl Ward Fritz Bauer	KWTO-KGBX

MONTANA

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BILLINGS..........	KGHL	780 **790**	5,000-LS 1,000-N CP-5,000-U **III-A**	Northwestern Auto Supply Co. Fifth & N. Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	Virginia Braunberger Ed Cooney Jeff Kiichli	Katz
BOZEMAN..........	KRBM	1420 **1450**	250 **IV**	KRBM Broadcasters Baxter Hotel 1420	NBC Z-Bar	R. B. MacNab, Jr. Ernest A. Neath Melvin Jass	Bob Smith Wilson Monroe Fred Heister	Furgason & Walker
BUTTE.............	KGIR	1340 **1370**	5,000 **III-A**	KGIR Inc. Butte 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney M. E. Dunn	Joe Carrol E. B. Craney Fred Heister	Furgason & Walker
GREAT FALLS......	KFBB	1280 **1310**	5,000-LS 1,000-N CP-5,000-U **III-A**	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Joseph P. Wilkins Joseph P. Wilkins	John Alexander William Wallace Wilbur Myhre	Weed Biddick
HELENA............	KPFA	1210 **1240**	250 **IV**	Peoples Forum of the Air 1306 11th Ave. 857	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	Ernest A. Neath Gerald Alfred Ernest A. Neath	Furgason & Walker
KALISPELL.........	KGEZ	1310 CP-1430 CP-1310 **1340** **1460**	100 CP-1,000 CP- 250 **IV** **III-B**	Donald C. Treloar 203 First Ave., E. 332	....	Donald C. Treloar Donald C. Treloar W. B. LaBonte	Oliver J. Hockley Horace McClean Don Gorman	....
MILES CITY........	KRJF (Construction permit)	1310 **1340**	250 **IV**	Star Printing Co. 13 N. Sixth St. 60	....	W. F. Flinn	....	....
MISSOULA.........	KGVO	1260 **1290**	5,000-LS 1,000-N **III-A**	Mosby's Inc. 132 W. Front St. 2155	CBS	A. J. Mosby A. J. Mosby Jack Burnett	James Alden Barber Marion Dixon George Allison	Burn-Smith
WOLF POINT.......	KGCX	1450 **1480**	1,000 **III-A**	E. E. Krebsbach Main & Fourth Sts. 102	....	E. E. Krebsbach E. E. Krebsbach Milton Severson	Adolph Jystad A. E. Richmond Harold Klimpel	....

NBC RED NETWORK EXCLUSIVE OUTLET
IN ST. LOUIS

KSD

THE DISTINGUISHED BROADCASTING STATION

FIRST *in* ST. LOUIS

KSD continues its lead over all other St. Louis stations in "firsts" in nation-wide star and program popularity polls, for listener preference—through 16 polls, 1935 to 1940.

KSD the first broadcasting station to be given full-time 24-hour Associated Press world-wide news service.

KSD studio put the first facsimile general election returns in the home through the first Radio Daily newspaper, over KSD Auxiliary W9XZY. First in St. Louis, if not first in the world.

KSD is now serving the largest number of sponsors and carrying the greatest volume of sponsored time in the station's history.

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FREMONT..........	KORN	1370 **1400**	250 **IV**	Nebraska Broadcasting Corp. Pathfinder Hotel 1060	....	Arthur Baldwin John F. Palmquist W. J. Binkley	Fred Christensen Paul Boyer John F. Palmquist	Cox & Tanz
GRAND ISLAND....	KMMJ	740 L-WSB **750**	1,000 **II**	KMMJ Inc. 315½ S. Locust St. 703	....	Don Searle Ted Mathews William A. Martin	Orie Kerwood Ted Mathews Raymond E. Snoddy	....
HASTINGS..........	KHAS	1200 **1230**	250 **IV**	Nebraska Broadcasting Co. Tribune Bldg.	....	Fred A. Seaton Orville Rennie A. F. McIntyre	Al Ray Brown .... Walter Ely	....
KEARNEY..........	KGFW	1310 **1340**	250 **IV**	Central Nebraska Bcstg. Corp. Federal Annex Bldg. 2-3541	....	Lloyd C. Thomas Lloyd C. Thomas E. Anson Thomas	Paul Roscoe E. Anson Thomas Leland Gustafson	McGillvra
LINCOLN.......... (Synchronizes at night with WBBM, Chicago)	KFAB	770 **1110**	10,000 **I-B**	KFAB Broadcasting Co. Hotel Lincoln 2-3214	CBS	Frank D. Throop Don Searle W. Judson Woods Frank E. Pellegrin	Charles D. Miller R. Bruce Wallace Mark W. Bullock	Petry
	KFOR	1210 **1240**	250-LS 100-N CP-250-U **IV**	Cornbelt Broadcasting Corp. Hotel Lincoln 2-3214	MBS	Frank D. Throop Don Searle W. Judson Woods Frank E. Pellegrin	Charles D. Miller R. Bruce Wallace Mark W. Bullock	....
NORFOLK..........	WJAG	1060 L-WBAL, WTIC **780**	1,000 **II**	Norfolk Daily News Norfolk 432	....	Gene Huse Art Thomas Art Thomas	Art Thomas Art Thomas Frank Weidenbach	Furgason & Walker
NORTH PLATTE....	KGNF	1430 **1460**	1,000-D **III**	Great Plains Broadcasting Co. 1521 W. 12th St. 132	....	W. I. LeBarron W. I. LeBarron Joe di Natale	Bill Kilmer .... J. B. Eaves	....
OMAHA............	KOIL	1260 **1290**	5,000-LS 1,000-N CP-5,000-U **III-A**	Central States Broadcasting Co. Omaha National Bank Bldg. Jackson 7626	CBS MBS	Frank D. Throop Don Searle Frank E. Pellegrin	Cliff Johnson R. Bruce Wallace Mark W. Bullock	Petry
	KONB (Construction permit)	1500 **1490**	250 **IV**	MBS Bcstg. Co. Omaha	....	C. J. Malmsten	....	....
	KOWH	660 **660**	500-D **II**	World Publishing Co. World-Herald Bldg. Atlantic 2228	NBC-Blue	Henry Doorly Vernon H. Smith Clem Young	.... Frank Shopen	Hollingbery
	WOW	590 **590**	5,000 **III-A**	Woodmen of the World Life Ins. Soc. Insurance Bldg. Webster 3400	NBC-Red Cornbelt	De Emmett Bradshaw William Ruess John J. Gillin, Jr. John J. Gillin, Jr.	Harry Burke Howard O. Peterson Bill Wiseman William J. Kotera	Blair
SCOTTSBLUFF......	KGKY	1500 **1490**	250 **IV**	Hilliard Co. 1517½ Broadway 856	....	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter .... Harlan Morrison	....

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
LAS VEGAS.........	KENO	1370 **1400**	250 **IV**	Nevada Broadcasting Co. Box 1696 14	....	Partnership Maxwell Kelch George Penn Foster John C. Strock	....	....
RENO..............	KOH	630 **630**	1,000 **III-A**	Bee Inc. 143 Stevenson St. 5106	NBC	Guy C. Hamilton Wallie D. Warren Wallie D. Warren	Merle L. Snider Everett Cobb Hewitt Kees	Raymer

NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
KEENE.............	WKNE	1260 **1290**	1,000 CP-5,000 **III-A**	Twin State Broadcasting Corp. Dunbar St. 2080	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Robert A. Freeman Robert A. Freeman William F. Moore	Raymer
LACONIA...........	WLNH	1310 **1340**	250 **IV**	Northern Broadcasting Co. Masonic Temple Bldg. 501	MBS Yankee Colonial	Charles Jenney Earle Clement Alfred Tyler	Sherwin Greenlaw Earle Clement Wilfred Ledoux	McGillvra
MANCHESTER......	WFEA	1340 **1370**	1,000-LS 500-N CP-5,000-U **III-B**	New Hampshire Broadcasting Co. Carpenter Hotel 7970	NBC Yankee Colonial MBS	Mrs. Henry P. Rines Charles G. H. Evans Leslie F. Smith	David Shurtleff Frederick Cole Irving Mower	Weed
	WMUR (Construction permit)	610 **610**	5,000-LS 1,000-N **III-B**	Radio Voice of New Hampshire Inc. Manchester	....	Gov. Francis P. Murphy	....	....
PORTSMOUTH.....	WHEB	740 **750**	1,000-D **II**	Granite State Bcstg. Corp. Lafayette Road 2670	....	H. J. Wilson H. J. Wilson H. C. Wilson	James Hartley H. C. Wilson Donald Stevens	....

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 1, 1941)

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NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK.....	WCAP	1280 ST-WCAM, WTNJ **1310**	500 **III-B**	Radio Industries Broadcast Co. Convention Hall 1911	....	George S. Ferguson V. N. Scholes V. N. Scholes	D. Johanson .... Augustus McAllister	Forjoe
ATLANTIC CITY....	WBAB	1200 **1230**	250 **IV**	Press-Union Publishing Co. 1900 Atlantic Ave. 5-1111	CBS	Albert J. Feyl Norman Reed Norman Reed	.... Earle Godfrey	Headley-Read
	WFPG	1420 **1450**	250 **IV**	Neptune Broadcasting Corp. Steel Pier 5-2188	....	A. Harry Zoog A. Harry Zoog Edwin Kohn	Ralph Brent Hugh M. Curtler Blair Thron	....
BRIDGETON........	WSNJ	1210 **1240**	250 **IV**	Eastern States Bcstg. Corp. Box 166 1600	Quaker	Howard S. Frazier Howard S. Frazier Paul Alger	Jack B. Plumley Paul Alger Russel D. Ely	International
CAMDEN...........	WCAM	1280 ST-WCAP, WTNJ **1310**	500 **III-B**	City of Camden City Hall 9000	....	City of Camden Frank S. Caperoon Charles Stahl	Edwin W. Tucker, Jr. Charles Stahl Marvin S. Seimes	....
JERSEY CITY.......	WAAT	940 **970**	500-D CP-1,000-U **III-B**	Bremer Broadcasting Corp. 50 Journal Square Journal Square 4-3500	....	Paul H. LaStayo Paul H. LaStayo A. B. Schillin	Walter Patrick Kelly .... A. Castellani	Burn-Smith
	WHOM	1450 **1560**	1,000-LS 500-N **II**	New Jersey Broadcasting Corp. 2870 Hudson Blvd., Jersey City 29 W. 57th St., New York City Jersey City, Journal Square 2-9595 New York, Plaza 3-4204	....	Paul F. Harron Joseph Lang Joseph Lang	West W. Willcox J. M. Compter Allison Burnham	....
NEWARK...........	WHBI	1250 ST-WNEW **1280**	2,500-LS 1,000-N **III-A**	May Radiobroadcast Co. Newark Mitchell 2-7354	....	James L. Shearer	....	....
	WOR	710 **710**	50,000 **I-B**	**(See New York City)**				
PATERSON.........	WPAT (Construction permit)	900 **930**	1,000-D **III**	North Jersey Broadcasting Co. Inc. Paterson	....	James B. Cosman	....	....
RED BANK.........	WBRB	1210 ST-WGBB **1240**	100 **IV**	Monmouth Broadcasting Co. Convention Hall, Asbury Park, N. J. 1911	....	Thomas F. Burley, Jr. V. N. Scholes V. N. Scholes	.... Bernard T. Marshall	Forjoe
TRENTON..........	WTNJ	1280 ST-WCAM, WCAP **1310**	500 **III-B**	WOAX Inc. 416 Bellevue Ave. 8149	....	F. J. Wolff F. J. Wolff	Walter Lewis .... Edward P. Knowles	McGillvra
ZAREPHATH........	*WAWZ	1350 ST-WBNX **1380**	1,000 **III-A**	Pillar of Fire Zarephath Boundbrook 223	....	Bishop Alma White Ray B. White	A. Orland Wolfram .... Nathaniel W. Wilson	....

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE.....	KGGM	1230 **1260**	1,000 **III-A**	New Mexico Broadcasting Co. Kimo Theatre Bldg. 6768	CBS	A. R. Hebenstreit Dale Robertson Dale Robertson	Bob Van Driel Elmer Fondren Leonard Dodds	Blair
	KOB	1180 **1030**	10,000 CP-50,000 **II**	Albuquerque Broadcasting Co. 420 W. Gold Ave. 4411	NBC	T. M. Pepperday Frank Quinn	Dorothy McCain .... George Johnson	Katz
CARLSBAD.........	KLAH	1210 **1240**	250 **IV**	Carlsbad Broadcasting Co. Crawford Hotel 244	....	Jack W. Hawkins Jack W. Hawkins Lucille Neilson	Louis Pitchford .... Harry Boehnemann	Griffith
CLOVIS............	KICA	1370 **1400**	100 **IV**	Western Broadcasters Inc. 321 Main St. 3	....	Charles C. Alsup Charles C. Alsup Winifred Wileman	Jay Eubanks .... Norman Sartain	....
GALLUP...........	KAWM	1500 **1490**	250-LS 100-N **IV**	A. W. Mills 1100 E. Aztec Ave. 19	....	A. W. Mills	....	....
HOBBS............	KWEW	1500 **1490**	100 **IV**	W. E. Whitmore Box QQ 495	....	W. E. Whitmore Orland A. Foster	Wray Guye .... Floyd Emanuel	....
ROSWELL..........	KGFL	1370 **1400**	100 **IV**	KGFL Inc. 502 W. Second St. 288	....	W. E. Whitmore W. E. Whitmore Cecil Seavey	Ed Safford, Jr. .... James Simpson	....
SANTA FE.........	KVSF	1310 **1340**	100 **IV**	New Mexico Broadcasting Co. 759 Carrillos Road 2020	CBS	A. R. Hebenstreit Ivan R. Head J. C. McGrane	Paul McCallister .... A. F. Schultz	....

NEW YORK

ALBANY...........	WABY	1370 **1400**	250 **IV**	Adirondack Broadcasting Co. Inc. Radio Centre 4-4193	NBC-Blue MBS New York	Harold E. Smith Harold E. Smith Deuel Richardson	Johnny Lee H. L. Goldman James H. Corey	McKinney
	WOKO	1430 **1460**	1,000-LS 500-N **III-B**	WOKO Inc. Radio Centre 4-4193	CBS	Harold E. Smith Harold E. Smith Deuel Richardson	Johnny Lee .... O. A. Sardi	McKinney
AUBURN...........	WMBO	1310 **1340**	250 **IV**	WMBO Inc. 141 Genesee St. 433	New York	Auburn Citizen-Advertiser Frederick L. Keesee Frederick L. Keesee	Dorothy Bolin .... Herbert House	....
BATAVIA..........	WBTA (Construction permit)	1500 **1490**	250 **IV**	Batavia Broadcasting Corp. Batavia	....	Joseph M. Ryan	....	....
BINGHAMTON......	WNBF	1500 **1490**	250 **IV**	Wylie B. Jones Adv. Agency Arlington Hotel 3-3461	MBS CBS	John C. Clark Cecil D. Mastin Harry Trenner	Elizabeth T. Mastin Ray McClosky L. Stantz	Blair

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NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BROOKLYN	WARD	1400-ST[1] **1430**	500 **III-B**	United States Broadcasting Corp. 427 Fulton St. Triangle 5-3300	....	Aaron Kronenberg Aaron Kronenberg Helen Bernard	William Margolis Helen Bernard Abe Hass	....
	WBBC	1400-ST[1] **1430**	500 **III-B**	Brooklyn Broadcasting Corp. 554 Atlantic Ave. Triangle 5-6690	....	Peter Testan Peter Testan Arnold J. Jaffe	Bert Child .... Peter Testan	....
	*WBBR	1300-ST[2] **1330** Proposed	1,000 **III-B** **III-A**	Watchtower Bible & Tract Society Inc. 124 Columbia Heights Main 4-9735	....	....	....	....
	WCNW	1500-ST[3] **1490**	250-LS 100-N **IV**	Arthur Faske 846 Flatbush Ave. Ingersoll 2-1500	....	Arthur Faske Arthur Faske Elias I. Godofsky	Roger Wayne L. W. Berne Arthur Faske	....
	WLTH	1400-ST[1] **1430**	500 **III-B**	Voice of Brooklyn Inc. 105 Second Ave., N. Y. C. Orchard 4-3939	....	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Norman H. Warembud Jacob Welt Clifton Foss	....
	WVFW	1400-ST[1] **1430**	500 **III-B**	Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0313	....	Harold J. Burke Salvatore J. D'Angelo Salvatore J. D'Angelo	Lillian Delson Salvatore J. D'Angelo Hermann Florez	....
BUFFALO	WBEN	900 **930**	5,000-LS 1,000-N CP-5,000-U **III-A**	WBEN Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchhofer Edgar H. Twamley Gene Wyatt	George Torge .... Ralph J. Kingsley	Petry
	WBNY	1370-SH **1400**	250 **IV**	Roy L. Albertson 485 Main St. Cleveland 3365	New York	Roy L. Albertson Roy L. Albertson Roy L. Albertson	David Getman .... Thomas L. Vines	Rambeau
	WEBR	1310 **1340**	250 **IV**	WEBR Inc. 25 North St. Lincoln 7133	NBC-Blue	Edward H. Butler C. Robert Thompson William Doerr, Jr.	Kay Burkhardt Albert Zink Ralph Kingsley	Weed
	WGR	550 **550**	5,000-LS 1,000-N **III-B**	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Herbert C. Rice Addison F. Busch Karl B. Hoffman	Free & Peters
	WKBW	1480 **1520** Proposed	5,000 CP-50,000 **II** **I-B** (50,000)	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS	H. W. Deyo I. R. Lounsberry John A. Bacon	Herbert C. Rice Addison F. Busch Karl B. Hoffman	Free & Peters
	*WSVS	1370-SH **1400**	50 **IV**	Seneca Vocational High School Buffalo Fillmore 7192	....	Elmer S. Pierce, Principal	....	....
CANTON	*WCAD	1220-SH **1250**	500-D **III**	St. Lawrence University St. Lawrence University 276	....	St. Lawrence University H. K. Bergman	Fred Parrott .... Dr. Ward C. Priest	....
ELMIRA	WENY	1200 **1230**	250 **IV**	Elmira Star-Gazette Inc. Mark Twain Hotel 5181	MBS	Frank E. Gannett Dale L. Taylor Ernest F. Oliver	Hal Wagner .... Perry Esten	McKinney
FREEPORT	WGBB	1210 ST-WBRB, WFAS **1240**	100 **IV**	Harry H. Carman 44 S. Grove St. 2418	....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman George Graham	....
ITHACA	WHCU	850 **870**	1,000-D **II**	Cornell University Ithaca Savings Bank	CBS	Cornell U Michael R. Hanna Lew Trenner	Sidney Ten Eyck .... True McLean	....
JAMESTOWN	WJTN	1210 **1240**	250 **IV**	James Broadcasting Co. Inc. Hotel Jamestown 7-151	NBC-Blue New York	Jay E. Mason Simon Goldman Simon Goldman	Marshall Shantz Alfred Spokes Harold J. Kratzert	Raymer
KINGSTON	WKNY	1500 **1490**	250 **IV**	Kingston Broadcasting Corp. Governor Clinton Hotel 4500	New York	John R. McKenna John R. McKenna Leon Bernard	.... John R. McKenna	....
NEWBURGH	WGNY	1220 **1250**	250-D **IV**	WGNY Broadcasting Co. Inc. 161 Broadway 4600	....	Speidel Newspapers Harold W. Cassill W. E. Dunkelbarger	H. W. Cassill W. E. Dunkelbarger Patrick F. Simpson	....
NEW YORK	WABC	860 **880**	50,000 **I-A**	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS-William S. Paley Arthur Hull Hayes Arthur Hull Hayes	George Allen Jules Dundes Henry Grossman	Radio Sales
	WBNX	1350 ST-WAWZ **1380**	5,000 **III-A**	WBNX Broadcasting Co. Inc. 260 E. 161st St. Melrose 5-0333	....	Amory L. Haskell W. C. Alcorn Wm. I. Moore	E. Ervin .... A. L. Solbrig	Furgason & Walker
	WEAF	660 **660**	50,000 **I-A**	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC-Niles Trammell William S. Hedges J. V. McConnell	Sidney Strotz William Roux O. B. Hanson	NBC
	WEVD	1300-ST[2] **1330** Proposed	1,000 **III-B** **III-A**	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	....	Adolph Held Henry Greenfield Henry Greenfield	George Field .... Charles W. Brown	....
	WHN	1010 **1050**	5,000-LS 1,000-N **II**	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	....	Herbert L. Pettey Frank Roehrenbeck Bertram H. Lebhar, Jr.	Fred Raphael Robert G. Patt Paul Fuelling	WHN, Chicago
	WINS	1180 L-KOB **1000**	1,000 **II**	Hearst Radio Inc. 110 E. 58th St. Eldorado 5-6100	New York	Charles B. McCabe Cecil H. Hackett Cecil H. Hackett	Hazel Bower Bernard Estes Paul von Kunits	International
	WJZ	760 **770**	50,000 **I-A**	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC-Niles Trammell William S. Hedges J. V. McConnell	Sidney Strotz William Roux O. B. Hanson	NBC
	WMCA	570 **570**	5,000-LS 1,000-N **III-A**	Knickerbocker Bcstg. Co. Inc. 1657 Broadway Circle 6-2200	....	Edward J. Noble Donald S. Shaw Charles Stark	Leslie Evans Roberts Ed Weisman Frank Marx	Reiter

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IN 1941 IT'S

50,000

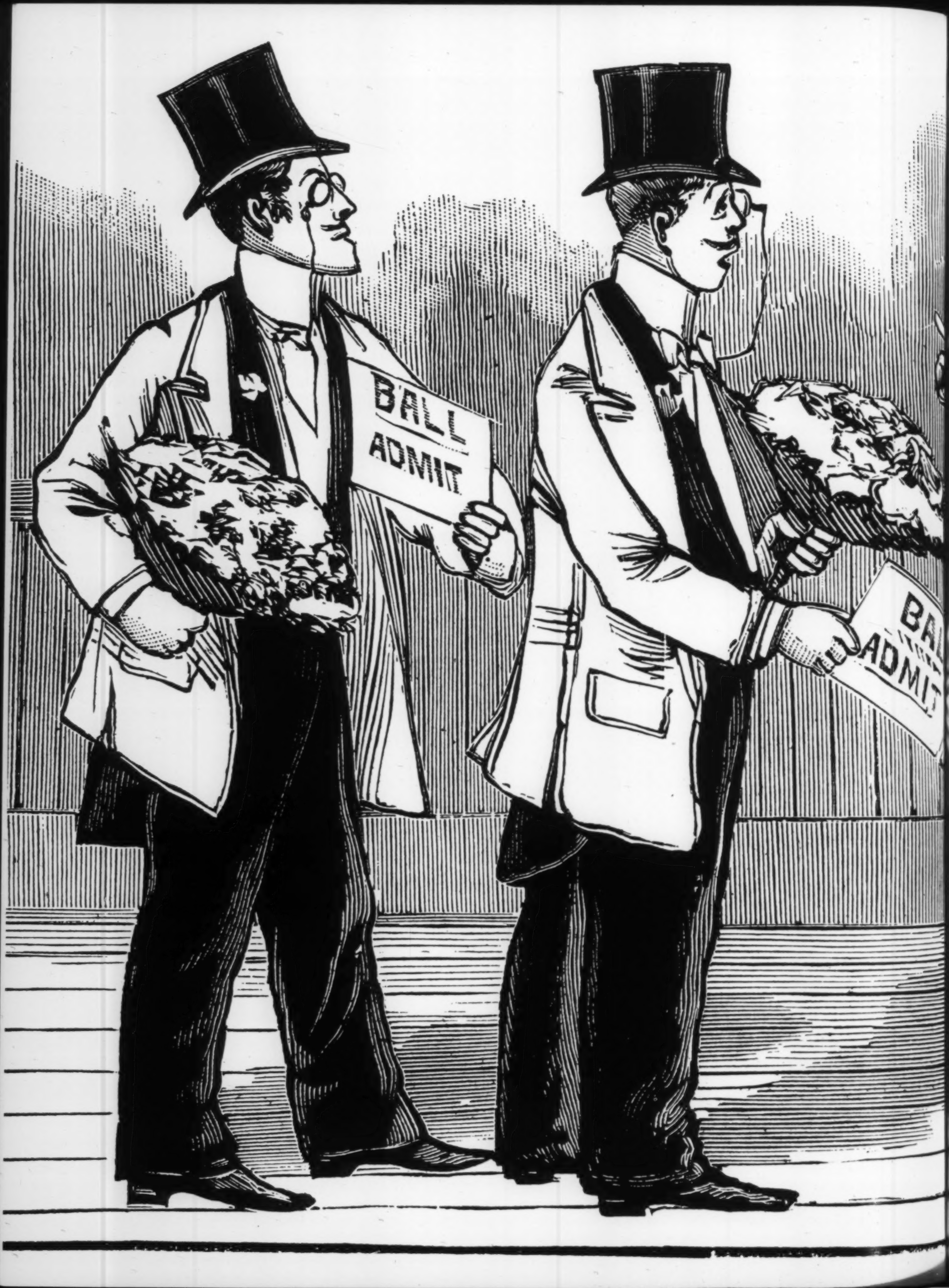
WATTS FOR

WKBW

BUFFALO

WGR BUFFALO BROADCASTING CORP. **WKBW**

NATIONAL REPRESENTATIVES—FREE & PETERS INCORPORATED


BALL
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BALL
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XUM

high hat?

WOR was recently accused of being high hat. And WOR is—if you mean what we mean by high hat.

If an all-consuming determination to deliver more results for less cash spent*, the unceasing effort to transmit more than twice the power of any station anywhere*, the desire to cut waste, an inordinate regard for what our listeners want and like, means being high hat—then, we are!

If pioneering new fields to increase the knowledge of radio's use and misuse*, and being ever aware of the fact that the obtaining of new business must never lessen the attention and care WOR gives its old business is high hat, we're guilty again.

that power-full station — **WOR**

★ **WOR's base rate is one of the lowest in New York.**

★ **WOR's directive-array transmission of power backs your message with 135,000 watts.**

★ **WOR's recent book on department store use of radio is the first attempt by radio to blue-print the way for the retail radio user.**

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NEW YORK—(Continued)

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NEW YORK— Continued	WNEW	1250 ST-WHBI **1280**	5,000-LS 1,000-N CP-5,000-U **III-A**	Wodaam Corp. 501 Madison Ave. Plaza 3-3300	....	Arde Bulova Bernice Judis Herman M. Bess	William McGrath Irving Price Max J. Weiner	Blair
	*WNYC	810 **830**	1,000-D **II**	City of New York Municipal Bldg. Worth 2-5600	....	Municipality of New York Morris S. Novik	Seymour N. Siegel .... Isaac Brimberg	....
	WOR (Newark)	710 **710**	50,000 **I-B**	Bamberger Broadcasting Service Inc. 1440 Broadway Pennsylvania 6-8383	MBS	Alfred J. McCosker Theodore C. Streibert Rufus C. Maddux, V. P. Eugene S. Thomas	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR
	WOV	1100 **1130**	5,000 CP-10,000 **I-B**	Greater New York Bcstg. Corp. 730 Fifth Ave. Circle 5-7979	American	Arde Bulova H. A. Lafount Naylor Rogers Ray Linton	Stuart Buchanan David G. Casem	Rambeau
	WQXR	1550 **1600**	5,000 **III-A**	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Circle 5-5566	....	John V. L. Hogan Elliott M. Sanger Hugh M. Boice	....	....
	WWRL (Woodside)	1500-ST[3] **1490**	250 **IV**	Long Island Bcstg. Corp. 41-30 58th St. Newtown 9-3300	....	William H. Reuman William H. Reuman	Dudley J. Connolly Emil Dorer W. H. Reuman	....
NIAGARA FALLS....	WHLD	1260 **1290**	1,000-D **III**	Niagara Falls Gazette Pub. Co. Hotel Niagara 7250	....	Alanson C. Deuel Earl C. Hull Earl C. Hull	Ben Bezoff Fin Hollinger Dean Hiatt	Headley-Reed
OGDENSBURG......	WSLB	1370 **1400**	250 **IV**	St. Lawrence Broadcasting Corp. 2315 Knox St. 500	....	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Harold J. Frank Rudy Horst Raymond E. Lafferty	DeLisser-Boyd
OLEAN.............	WHDL	1420 **1450**	250 **IV**	WHDL Inc. Exchange Bank Bldg. 3300	....	E. B. Fitzpatrick Thomas L. Brown Rocco L. Tito	Virgil Booth H. A. McCaul Warren E. McDowell	McKinney
PLATTSBURG.......	WMFF	1310 **1340**	250 **IV**	Plattsburg Broadcasting Corp. Hotel Cumberland 1600	NBC-Blue	E. H. Bragg George F. Bissell Edward Furman	Donald Hart George F. Bissell Nack Nazak	....
POUGHKEEPSIE....	WKIP	1420 **1450**	250 **IV**	Poughkeepsie Broadcasting Corp. Nelson House 6800	NBC-Blue	Richard E. Coon Richard E. Coon Frederic W. Ayer	William F. Cope Silas H. Ayer, Jr. Peter J. Prinz	Headley-Reed
ROCHESTER........	WHAM	1150 **1180**	50,000 **I-A**	Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1862	NBC-Blue	Wesley M. Angle William A. Fay John W. Kennedy, Jr.	Charles W. Siverson Arthur W. Kelly Kenneth J. Gardner	Hollingbery
	WHEC	1430 **1460**	1,000-LS 500-N **III-B**	WHEC Inc. 40 Franklin St. Stone 1320	CBS	Frank E. Gannett Clarence Wheeler Gunnar O. Wiig LeMoine C. Wheeler	Ken Sparnon	Raymer
	WSAY	1210 **1240**	250 **IV**	Brown Radio Service Taylor Bldg. Stone 702	MBS New York	Gordon P. Brown Gordon P. Brown Mort Nusbaum	Mort Nusbaum Winston H. Thornburg Gordon P. Brown	....
SARANAC LAKE.....	WNBZ	1290 **1320**	100-D **IV**	Upstate Broadcasting Corp. 70 Broadway 824	....	Carl F. Woese W. H. Carpenter W. H. Carpenter	W. H. Carpenter W. H. Carpenter Albert J. Kanze	Hollingbery
SCHENECTADY.....	WGY	790 **810**	50,000 **I-B**	General Electric Co. 1 River Road 3-2121	NBC-Red	General Electric-NBC Kolin Hager Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE.........	WAGE (Construction permit)	620 **620**	1,000 **III-B**	Sentinel Broadcasting Corp. Syracuse	....	Frank C. Revoir	....	....
	WFBL	1360 **1390**	5,000 **III-A**	Onondaga Radio Bcstg. Corp. Onondaga Hotel 2-1147	CBS	S. H. Cook S. Woodworth Charles Phillips	George Perkins R. G. Soule Alfred R. Marcy	Free & Peters
	WOLF	1500 **1490**	250 **IV**	Civic Broadcasting Corp. Chimes Bldg. 2-7211	New York	T. S. Marshall T. S. Marshall T. S. Marshall	Louis W. Kaiser T. S. Marshall L. A. Reilly	Radio Advertising
	WSYR	570 **570**	1,000 **III-A**	Central New York Bcstg. Corp. Starrett-Syracuse Bldg. 3-7111	NBC-Blue MBS	Harry C. Wilder Harry C. Wilder Fred R. Ripley	Lansing B. Lindquist Arnold F. Schoen, Jr. Armand G. Belle Isle	Raymer
TROY..............	WHAZ	1300-ST[2] **1330**	1,000 **III-B** Proposed **III-A**	Rensselaer Polytechnic Institute 110 Eighth St. 6810, Ext. 32	....	Rensselaer Polytech Inst. W. J. Williams M. L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris	....
	WTRY	950 **980**	1,000-D CP-1,000-U **III-B**	Troy Broadcasting Co. Inc. 92 Fourth St. 2100	New York	Harry C. Wilder Fred R. Ripley William A. Riple	W. Woodbury Carter, Jr. .... Albert H. Chismark	Raymer
UTICA.............	WIBX	1200 **1230**	250 **IV**	WIBX Inc. First National Bldg. 2-2101	CBS New York	Scott Howe Bowen E. K. Johnson E. K. Johnson	Elliott Stewart N. W. Cook Jack Dowdell	WIBX, New York Reiter, Chicago
WATERTOWN......	WATN (Construction permit)	1210 **1240**	250 **IV**	Watertown Broadcasting Corp. Watertown	....	G. Harry Righter Kirby Ayers Dinny Dinsdale	....	....
	WWNY (Construction permit)	1270 **1300**	500-D **III**	Brockway Co. Watertown	....	Harold B. Johnson	.... Paul Lee	....
WHITE PLAINS.....	WFAS	1210 ST-WGBB **1240**	250 **IV**	Westchester Broadcasting Corp. Roger Smith Hotel 6400	....	J. Noel Macy Frank A. Seitz Anthony H. Francis	Ran Kaler .... Henry C. Laubenstein	Headley-Reed

[1] WARD WBBC, WLTH and WVFW share time on 1400 kc.
[2] WBBR WEVD and WHAZ share time on 1300 kc.
[3] WCNW and WWRL share time on 1500 kc.

WHEC

ROCHESTER

BASIC CBS

National Representatives: Paul H. Raymer Co.
New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

•—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 1, 1941)

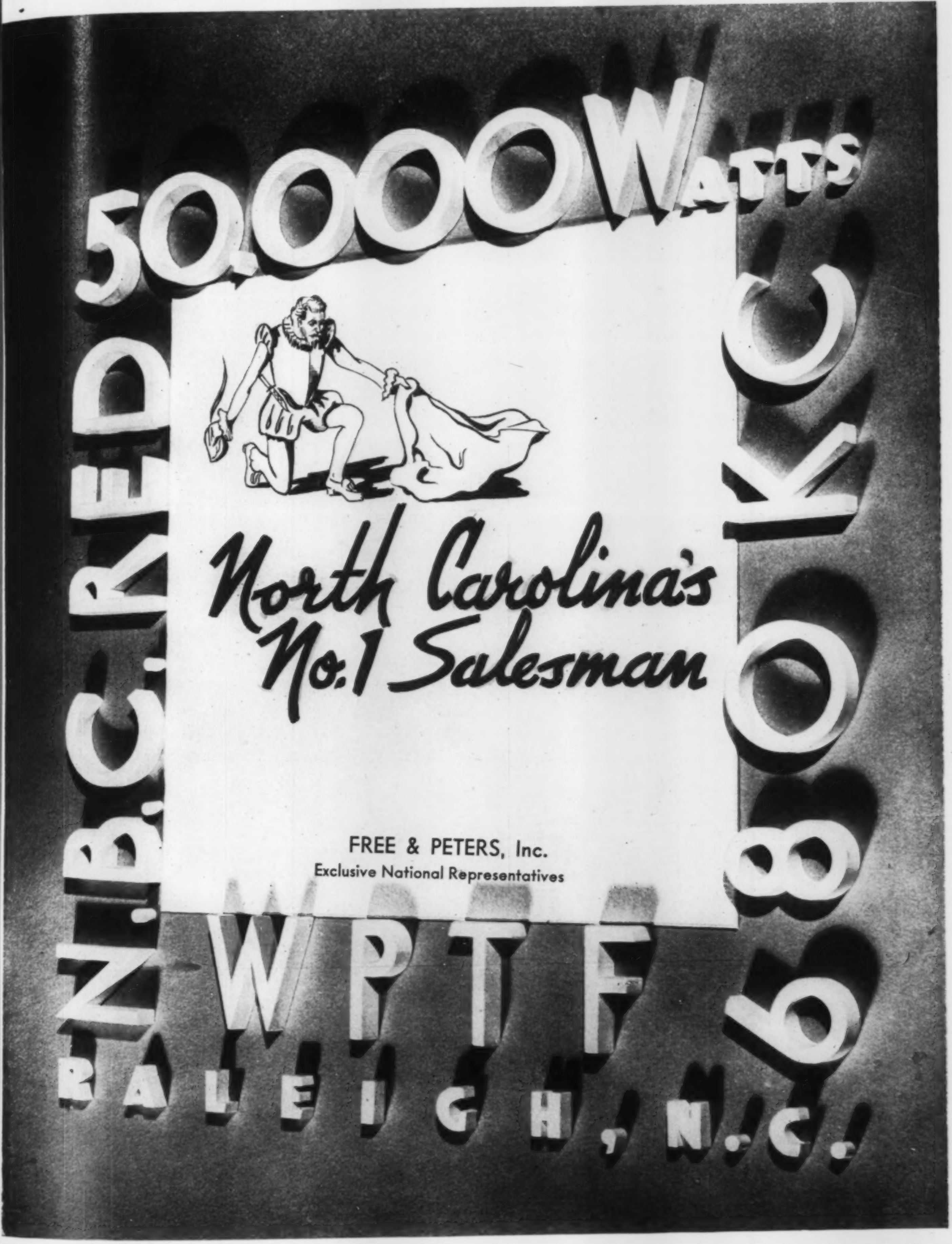
Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE	WISE	1370 **1400**	250 **IV**	Harold H. Thoms Langren Hotel 1213	NBC-Red	Harold Thoms Harold Thoms Baxter Barkley	Bernard Macy .... Ralph Kiibler	....
	WWNC	570 **570**	1,000 **III-A**	Asheville Citizen-Times Co. 14 O'Henry Ave. 5500	CBS	Charles Webb Don S. Elias John E. Thayer	Robert B. Bingham Harry W. Pascoe Cecil B. Hoskins	....
CHARLOTTE	WBT	1080 **1110**	50,000 **I-B**	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS-A. E. Joscelyn A. E. Joscelyn Royal E. Penny	Charles H. Crutchfield William F. Carley J. J. Beloungy	Radio Sales
	WSOC	1210 **1240**	250-LS 100-N CP-250-U **IV**	Radio Station WSOC Inc. 1925 N. Tryon 7138	NBC-Red MBS	Earle J. Gluck Earle J. Gluck W. C. Irwin	Charles G. Hicks, Jr. Paul W. Norris L. L. Caudle, Jr.	Headley-Reed
DURHAM	WDNC	1500 **1490**	250 **IV**	Durham Radio Corp. 138 Chapel Hill St. R-155	CBS	C. C. Council J. F. Jarman, Jr. C. J. Woodhouse	C. B. Daniel .... R. A. Dalton	Wilson
ELIZABETH CITY	WCNC	1370 **1400**	250 **IV**	Albermarle Broadcasting Co. 104 E. Colonial Ave. 1370	....	T. W. Adylett T. W. Adylett J. E. Adylett	Paul Moyle	....
FAYETTEVILLE	WFNC	1340 **1370**	250-D **IV**	Cumberland Broadcasting Co. 114 Anderson St. 4848	....	W. C. Ewing W. C. Ewing Harry Layman	Ted Ellis Z. V. Gwynn Frank Stewart	....
GASTONIA	WGNC	1420 **1450**	250 **IV**	F. C. Todd National Bank of Commerce Bldg. 732	NBC-Blue	F. C. Todd Pat McSwain Frank Abernethy	Earl Holder .... Clarence Morse	....
GOLDSBORO	WGBR	1370 **1400**	250 **IV**	East Carolina Bcstg. Co. Inc. Goldsboro 1550	....	A. T. Hawkins	....	....
GREENSBORO	WBIG	1440 **1470**	5,000-LS 1,000-N CP-5,000-U **III-A**	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Frank Harden Virginia Wilson McKinney Earl Allison	Hollingbery
GREENVILLE	WGTC	1500 **1490**	250 **IV**	Greenville Broadcasting Co. Box 898 3182	....	J. J. White John F. Holbrook John F. Holbrook	John F. Holbrook J. W. Kirkpatrick W. G. Eberhart	....
HICKORY	WHKY	1370 **1400**	250 **IV**	Catawba Valley Broadcasting Co. Inc. Radio Bldg. 1195	NBC-Blue	Carl Cline W. T. Hix W. T. Hix	James W. McClendon W. T. Hix Edmund S. Long	....
HIGH POINT	WMFR	1200 **1230**	250 **IV**	Radio Station WMFR Inc. 156½ S. Main St. 4593	NBC-Blue	James E. Lambeth Ralph M. Lambeth R. Hoy Whitlow	Stan Conrad .... Samuel Howard Sanders	....
KINSTON	WFTC	1200 **1230**	250 **IV**	Jonas Weiland 210 E. King St. 1200	MBS Carolina	Jonas Weiland Jonas Weiland Jonas Weiland	Ray Woodard Jonas Weiland Glen Neuville	Burn-Smith
RALEIGH	WPTF	680 **680**	5,000 CP-50,000 **II**	WPTF Radio Co. 20 E. Martin St. 8311	NBC-Red	Durham Life Insurance Co. Richard H. Mason John H. Field, Jr.	Graham B. Poyner John H. Fields Henry Hulick, Jr.	Free & Peters
	WRAL	1210 **1240**	250 **IV**	Capitol Broadcasting Co. Inc. 130 S. Salisbury St. 6411	MBS Carolina	A. J. Fletcher Gillespie B. Murray S. C. Ondarcho	Fred Fletcher William Carpenter Stanley H. Brown	Sears & Ayer
ROANOKE RAPIDS	WCBT	1200 **1230**	250 **IV**	J. Winfield Crew, Jr. Roanoke Rapids	NBC-Blue	J. Winfield Crew, Jr.	.... Lewis Hiland	....
ROCKY MOUNT	WEED	1420 **1450**	250 **IV**	William Avera Wynne Rocky Mount 1420	NBC-Blue	William Avera Wynne William Avera Wynne B. W. Frank	Thomas Snowden B. W. Frank I. G. Murphrey	....
SALISBURY	WSTP	1500 **1490**	250 **IV**	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS Southern	Bryce P. Beard John W. Shultz F. F. Patterson	Robert Van Camp John W. Shultz James R. Yost	....
WILMINGTON	WMFD	1370 **1400**	250-LS 100-N **IV**	Richard Austin Dunlea Box 696 4840	NBC-Blue	R. A. Dunlea R. A. Dunlea	H. W. Lee	Burn-Smith
WILSON	WGTM	1310 **1340**	250 **IV**	WGTM Inc. 115 W. Nash St. 2188	MBS Carolina	H. W. Wilson H. W. Wilson Allen Wannamaker	Clinton Faris H. W. Wilson W. H. Malone	....
WINSTON-SALEM	WAIR	1250 CP-1310 **1340**	250 **IV**	C. G. Hill, G. D. & S. H. Walker Pepper Bldg. 2-1133	MBS Southern	Partnership George D. Walker C. G. Hill	Charles B. Keaton George D. Walker Earl F. Downey	International
	WSJS	1310 CP-600 **600**	250 CP-1,000 **III-B**	Piedmont Publishing Co. 416 N. Marshall St. 4141	NBC-Red	Gordon Gray N. L. O'Neil Harold Essex	John Miller Harold Essex Phil Hedrick	Headley-Reed

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BISMARCK	KFYR	550 **550**	5,000-LS 1,000-N CP-5,000-U **III-A**	Meyer Broadcasting Co. Bismarck 468	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	W. R. Griffin .... Ivar Nelson	Blair
DEVILS LAKE	KDLR	1210 **1240**	250 **IV**	KDLR Inc 1025 Third St. 1090	MBS No. Central	Bert Wick Bert Wick Bert Wick	Merle Bjork Curtis Edwards Richard Moritz	....


50,000 WATTS
N.B.C. RED
680 KC
North Carolina's No. 1 Salesman
WPTF
RALEIGH, N.C.

FREE & PETERS, Inc.
Exclusive National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1941)

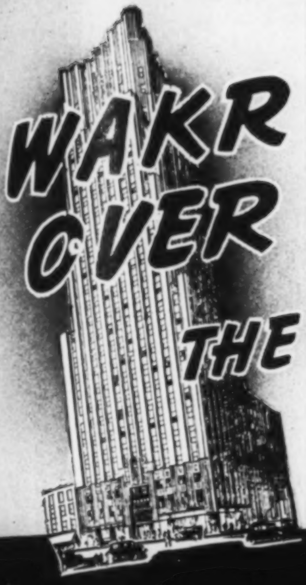
Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

NORTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FARGO	WDAY	940 **970**	5,000 **III-A**	WDAY Inc. 118 Broadway 5357	NBC	E. C. Reineke E. C. Reineke Barney J. Lavin	Ken Kennedy Bill Dean Julius Hetland	Free & Peters
GRAND FORKS	KFJM	1410 **1440**	1,000–LS 500–N **III-B**	University of North Dakota First National Bank Bldg. 1200	....	U of North Dakota Dalton Le Masurier Elmer Hanson	Helen La Velle William Walker Elwin J. O'Brien	....
JAMESTOWN	KRMC	1370 **1400**	250 **IV**	Roberts-McNab Co. Midland Bldg. 100	MBS No. Central	R. B. McNab B. Harland Ohde B. Harland Ohde	Verna Bekken .... Lloyd R. Amoo	....
MANDAN	KGCU	1240 **1270**	250 **IV** Proposed **III-B**	Mandan Radio Assn. Inc. 205 First Ave., N. W. 631	MBS No. Central	H. C. Schulte James E. Gilfoy James E. Gilfoy	Russ Kaber .... James E. Gilfoy	....
MINOT	KLPM	1360 **1390**	1,000 **III-A**	John B. Cooley 118-A S. Main St. 1267	MBS No. Central	John B. Cooley Richard J. Schmidt Ethel H. Cooley	John B. Cooley Leslie B. Maupin C. W. Baker	Furgason & Walker
VALLEY CITY	KOVC	1500 **1490**	250 **IV**	KOVC Inc. 312 Fifth Ave. 408	No. Central	Milton Holiday Robert E. Ingstad Robert E. Ingstad	William Weaver Tom Elliott Kermit Holm	....

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AKRON	WAKR	1530 **1590**	1,000 **III-A**	Summit Radio Corp. Akron	....	S. Bernard Berk S. Bernard Berk Ken Keegan	John Vorpe V. G. Berk Don Dayton	International
	WADC	1320 **1350**	5,000 **III-A**	Allen T. Simmons Box 830 Meadowbrook 3211	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	H. L. Hageman Robert Wilson John Aitkenhead	Hollingbery
	WJW	1210 **1240**	250 **IV**	WJW Inc. 41 S. High St. Jefferson 6111	MBS	Bill O'Neil Bill O'Neil R. L. Bowles	Bill Griffiths .... Gerald G. Roberts	Headley-Reed
ASHTABULA	WICA	940 **970**	1,000–D **III**	WICA Inc. 221 Center St. 1211	....	C. A. Rowley R. B. Rowley R. C. Marvin	Walter Walrath Donald Fassett G. G. Gautney	Furgason & Walker
CANTON	WHBC	1200 **1230**	250 **IV**	Ohio Broadcasting Co. 550 Market St., S. 7166	MBS	Louis H. Brush Felix Hinkle William Kirkendale	Bob Geis William Kirkendale Kenneth Sliker	Weed
CINCINNATI	WCKY	1490 **1530**	50,000 **I-B**	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson Ford Billings	Rex Davis Bev Dean Thomas Mitchel George H. Moore C. H. Tromiller	Free & Peters
	WCPO	1200 **1230**	250 **IV**	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	....	Jack R. Howard Mortimer C. Watters John P. Smith	.... H. J. Stump Glen A. Davis	....
	WKRC	550 **550**	5,000–LS 1,000–N **III-B**	Cincinnati Times-Star Co. Hotel Alms Woodburn 0550	MBS Southern	Hulbert Taft, Sr. Hulbert Taft, Jr. Herman Fast	Brad Simpson Harold Coulter John M. Tiffany	Katz
	WLW	700 **700**	50,000 **I-A**	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley, Jr. James D. Shouse Robert E. Dunville	George C. Biggar William Oldham Milton Allison R. J. Rockwell	Transamerican, N. Y. WLW, Chicago International, Pacific
	WSAI	1330 **1360**	5,000–LS 1,000–N CP-5,000–U **III-A**	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley, Jr. Dewey H. Long Archie Grinalds	C. H. Shadwell R. A. Ruppert R. J. Rockwell	International
CLEVELAND	WCLE	610 **610**	500–D **III**	United Broadcasting Co. Terminal Tower Prospect 5800	MBS	John S. McCarrens H. K. Carpenter K. K. Hackathorn	R. W. Richmond Robert Greenberg E. L. Gove	Radio Advertising
	WGAR	1450 **1480**	5,000–LS 1,000–N **III-B**	WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	George A. Richards John F. Patt Harry Camp	Carl George Ellis C. VanderPyl R. Morris Pierce	Petry
	WHK	1390 **1420**	5,000 **III-A**	United Broadcasting Co. Terminal Tower Prospect 5800	NBC-Blue MBS	John S. McCarrens H. K. Carpenter K. K. Hackathorn	R. W. Richmond Robert Greenberg E. L. Gove	Radio Advertising
	WTAM	1070 **1100**	50,000 **I-A**	National Broadcasting Co. Inc. 815 Superior Ave., N. E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1430 **1460**	5,000–LS 1,000–N **III-B**	WBNS Inc. 33 N. High St. Adams 9265	CBS	Robert H. Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Yerian Lester Naizger	Blair
	WCOL	1200 **1230**	250 **IV**	WCOL Inc. 33 N. High St. Main 4581	NBC	Kenneth B. Johnson Neal A. Smith Neal A. Smith	Edward Bronson Edward Bronson J. E. Lowe	Weed
	WHKC	640 L-KFI **640**	500 **II**	United Broadcasting Co. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson Harry H. Hoessly	George Beebout Howard H. Hoessly E. J. Anderson	Radio Advertising
	*WOSU	570 SH-WKBN **570**	1,000 **III-A**	Ohio State University University Campus University 3148	....	Ohio State University Robert C. Higgy	W. Friel Heimlich .... Andrew L. Hammerschmidt	....



WAKR TOWERS OVER AKRON- THE RUBBER CAPITAL OF THE WORLD

WAKR

AKRON

LOCAL & NATIONAL ADVERTISERS ALREADY RECOGNIZE ITS SELLING POWER!

This rich market, composed of highly-paid, buy-minded employees of the great Rubber Companies and dozens of other important industries, is now WAKR's audience. With Blue Network features and lively local programs, the new WAKR literally became a favorite overnight in Akron homes. Advertisers are buying WAKR all down the line, and they're enthusiastic about the results. Tell YOUR story to Akron through WAKR!

***Represented by* INTERNATIONAL RADIO SALES**

New York	Chicago	San Francisco
20 E. 57th St.	326 W. Madison Ave.	Hearst Building

BASIC
N·B·C BLUE
1000 WATTS DAY & NIGHT

★

STUDIOS and OFFICES
Ground Floor
FIRST CENTRAL TOWER
AKRON, OHIO

XUM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
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(Data corrected to January 1, 1941)

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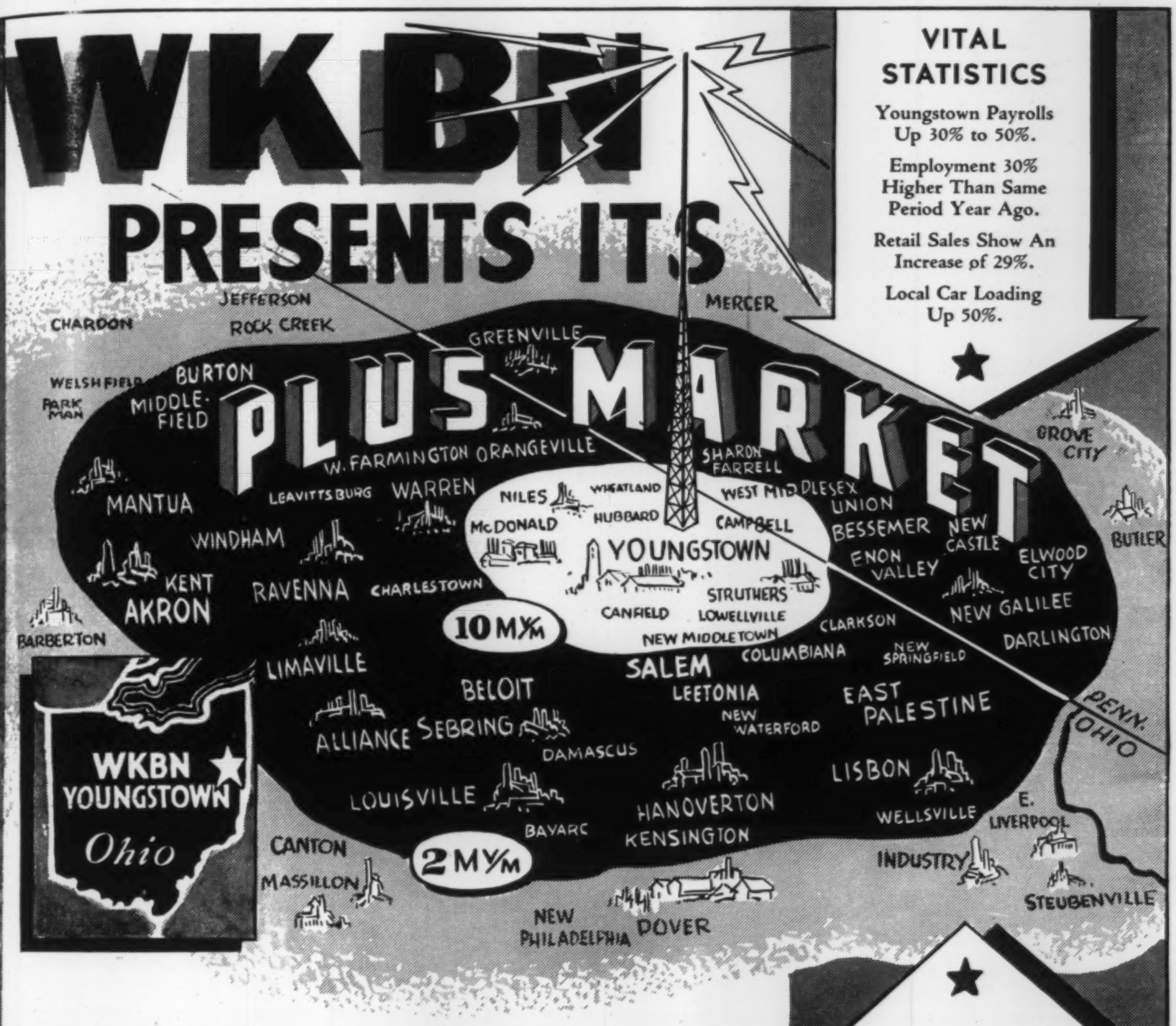
OHIO—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representativ
DAYTON	WHIO	1260 **1290**	5,000–LS 1,000–N CP-5,000–U **III-A**	Miami Valley Bcstg. Corp. 45 S. Ludlow St. Adams 2261	CBS	J. M. Cox, Jr. J. M. LeGate D. A. Brown	Lester Spencer Richard Belt John Newsock Ernest L. Adams	Hollingbery
	WING	1380 **1410**	5,000 **III-A**	Great Trails Bcstg. Corp. 121 N. Main St. Adams 3288	NBC	Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard	Ranny Daly James Cox Paul Braden	Raymer
LIMA	WLOK	1210 **1240**	250 **IV**	Fort Industry Co. Lima Trust Bldg. Main 1316	NBC-Red	George B. Storer Ralph G. Elvin Ralph G. Elvin	Hugh Downs .... Russel Shettler	....
MANSFIELD	WMAN	1370 **1400**	250 **IV**	Richland Inc. 140 Park Ave., W. Canal 4325	....	M. F. Rubin Orville E. Fields	Gwen Fields O. E. Fields Howard Jonard	Headley-Reed
MARION	WMRN (Construction permit)	1500 **1490**	250 **IV**	Marion Broadcasting Co. Marion	....	Robert T. Mason	....	....
PORTSMOUTH	WPAY	1370 **1400**	100 CP-250 **IV**	Vee Bee Corp. 1009 Gallia St. 1010	MBS (Jan. 15)	Chester A. Thompson Ralph H. Patt, Jr. Ralph H. Patt, Jr,	William Aldridge Ralph H. Patt, Jr. Maurice L. Myers	Cox & Tan
SPRINGFIELD	WIZE	1310 **1340**	100 **IV**	Radio Voice of Springfield Inc. 117 W. High St. 6121	NBC-Red	Charles Sawyer Ronald B. Woodyard Ronald B. Woodyard	William Ratcliff George Losey A. Martin	....
STEUBENVILLE	WSTV	1310–SH **1340**	250 **IV**	Valley Broadcasting Co. Exchange Realty Bldg. 5200	MBS	Myer Weisenthal John J. Laux John J. Laux	John L. Merdian John J. Laux Joseph Troesch	....
TOLEDO	WSPD	1340 **1370**	5,000 **III-A**	Fort Industry Co. Broadcast Bldg. Adams 3176	NBC-Red	George B. Storer J. Harold Ryan E. Y. Flanigan	Russell A. Gohring Eugene B. Vaughn William Stringfellow	Katz
	WTOL	1200 **1230**	250 **IV**	Community Broadcasting Co. Bell Bldg. Adams 3291	NBC-Blue	Frazier Reams Arch Shawd Arch Shawd	Allan H. Miller Allan H. Miller Frank B. Ridgeway	Radio Advertisi
YOUNGSTOWN	WFMJ	1420 **1450**	250 **IV**	William F. Maag, Jr. 101 W. Boardman St. 3-4121	NBC-Blue	William F. Maag, Jr. William F. Maag, Jr. Leonard Nasman	Lee Bland Leonard Nasman Frank A. Dieringer	Headley-Reed
	WKBN	570 SH-WOSU **570**	1,000–LS 500–N **III-B**	WKBN Broadcasting Corp. 17 N. Champion St. 4-2122	CBS	W. P. Williamson, Jr. J. L. Bowden C. Alden Baker	J. L. Bowden C. Alden Baker B. T. Wilkens	....
ZANESVILLE	WHIZ	1200 **1240**	250 **IV**	WALR Broadcasting Corp. Lind Arcade Bldg. 644	NBC	George B. Storer Stanton P. Kettler Stanton P. Kettler	Allen Haid Allen Haid William A. Hunt	Blair

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ADA	KADA	1200 **1230**	250 **IV**	C. C. Morris North Broadway 1212	NBC–Blue MBS Oklahoma	C. C. Morris James M. Griffith James M. Griffith	J. B. Cahill Dewitt Cowan	Hagg
ARDMORE	KVSO	1210 **1240**	250–LS 100–N **IV**	Ardmoreite Publishing Co. 112 North Washington 3030	NBC–Blue Oklahoma	John F. Easley Albert Riesen Wilburt Chaffin	Dolly Dutton Weldon Peden J. H. Holmes	....
ELK CITY	KASA	1210 **1240**	100 **IV**	E. M. Woody Casa Grande Hotel 730	....	E. M. Woody F. E. Mayhew F. E. Mayhew	Johnny Carman F. E. Mayhew George Fenter	....
ENID	KCRC	1360 **1390**	250 **IV** Proposed **III-A** (1,000)	Enid Radiophone Co. Kennedy & Willow 447	NBC–Blue MBS Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Keith Painton J. S. Stuart A. B. Clopton	....
LAWTON	KSWO (Construction permit)	1120 **1150**	250–D **IV**	Williard Carver & Byrne Ross Lawton	....	Williard Carver Byrne Ross	....	....
MUSKOGEE	KBIX	1500 **1490**	100 **IV**	Oklahoma Press Pub. Co. Box 1512 303	NBC–Blue MBS Oklahoma	Clara M. Bixby Estate Olin C. Benjamin Olin C. Benjamin	Mark Weaver .... Lester C. Harlow	Branham
NORMAN	*WNAD	1010 SHN-KGGF **690**	1,000 **II**	University of Oklahoma Faculty Exchange 900, Station 124	....	U of Oklahoma Homer R. Heck	Harold H. Leake .... Clyde L. Farrar	....
OKLAHOMA CITY	KOCY	1310 **1340**	250 **IV**	Plaza Court Broadcasting Co. Plaza Court 3-4646	....	John D. Thomas M. H. Bonebrake Joe Bernard	Louis Hartman Warren Moore G. W. Brock	....
	KOMA	1480 **1520**	5,000 **II** Proposed **I-B** (50,000)	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin Neal Barrett Jack Howell	Jack Mitchell W. S. Lukenbill M. W. Thomas	Free & Peters
	KTOK	1370 **1400**	250 **IV**	Oklahoma Broadcasting Co. Inc. 1800 W. Main St. 3-8352	NBC-Blue MBS Oklahoma	Harold V. Hough Kenyon M. Douglass Kenyon M. Douglass	Harold Shreve Paul Buenning Bernard Tullius	Hagg
	WKY	900 **930**	5,000–LS 1,000–N CP-5,000–U **III-A**	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Gayle V. Grubb R. E. Chapman	Ray Buffum .... H. J. Lovell	Katz
OKMULGEE	KHBG	1210 **1240**	250 **IV**	Okmulgee Broadcasting Corp. McCulloch Bldg. 3646	....	Pat Buford Pat Buford Pat Buford	Leo Cross Lucille Buford J. H. Smith	....
PONCA CITY	WBBZ	1200 **1230**	250 **IV**	C. L. Carrell Estate 615 W. Grand Ave. 2300	....	C. L. Carrell Estate Adelaide Lillian Carrell Frank J. Lynch	Ted Compton Frank J. Lynch William Tietzel	....

WKBN PRESENTS ITS PLUS MARKET


JEFFERSON
ROCK CREEK
CHARDON
MERCER
GREENVILLE
BURTON
WELSHFIELD
PARKMAN
MIDDLEFIELD
W. FARMINGTON
ORANGEVILLE
SHARON
FARRELL
GROVE CITY
MANTUA
LEAVITTSBURG
WARREN
NILES
WHEATLAND
WEST MIDDLESEX
UNION
McDONALD
HUBBARD
CAMPBELL
BESSEMER
NEW CASTLE
BUTLER
WINDHAM
YOUNGSTOWN
ENON VALLEY
ELWOOD CITY
KENT
AKRON
RAVENNA
CHARLESTOWN
STRUTHERS
NEW GALILEE
BARBERTON
10 MV/M
CANFIELD
LOWELLVILLE
CLARKSON
DARLINGTON
NEW MIDDLETOWN
LIMAVILLE
SALEM
COLUMBIANA
NEW SPRINGFIELD
BELOIT
LEETONIA
EAST PALESTINE
PENN.
OHIO
NEW WATERFORD
ALLIANCE
SEBRING
DAMASCUS
WKBN YOUNGSTOWN
Ohio
LISBON
LOUISVILLE
HANOVERTON
E. LIVERPOOL
BAYARC
KENSINGTON
WELLSVILLE
CANTON
2 MV/M
INDUSTRY
MASSILLON
STEUBENVILLE
NEW PHILADELPHIA
DOVER

VITAL STATISTICS

Youngstown Payrolls Up 30% to 50%.

Employment 30% Higher Than Same Period Year Ago.

Retail Sales Show An Increase of 29%.

Local Car Loading Up 50%.

★

When considering Metropolitan Youngstown, it is wrong to estimate its potential market from the population of the city proper.

Youngstown city (1940) census affords a population coverage of 170,000 people—yet its prosperous surrounding communities mount this total to an imposing figure of 372,000 for its metropolitan area.

Add to this the towns and communities immediately surrounding—all of them active and prosperous industrial communities—and you have the PLUS MARKET of another 536,000 listening and buying possibilities within WKBN's 2 M v/m area.

So—in buying Youngstown coverage, choose the station that DOMINATES this suburban and PLUS MARKET of Youngstown—a potential ONE MILLION purchasers of your clients' products.

WKBN with its 1000 watts and "dead center" location in this 400 million dollar market is the only station that sends 10 M/V to its entire city and suburban area with 2 M/v to this vast PLUS population.

★

WKBN

is the only station that covers this unusually prosperous market with strong, clear, interference-free reception.

1000 WATTS DAY
500 WATTS NIGHT
570 K. C.

WKBN BROADCASTING CORPORATION

17 NORTH CHAMPION ST. · YOUNGSTOWN, OHIO
MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

OKLAHOMA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SHAWNEE..........	KGFF	1420 **1450**	250 **IV**	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	NBC-Blue MBS Oklahoma	Oscar Stauffer Joseph W. Lee Weldon Stamps	Frank Johnson Maxine Eddy John Molloy	Hagg
TULSA..............	KOME	1310 **1340**	250 **IV**	Oil Capital Sales Corp. Radio Bldg. 3-4121	NBC-Blue MBS Oklahoma	Harry Schwartz John M. Whitney Harold Grimes	Ken Linn Ray Sollars Leiland Seay	Hagg
	KTUL	1400 **1430**	5,000 **III-A**	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 2-3191	CBS	J. T. Griffin William C. Gillespie Lawson Taylor	Jack Hoffman John Esau Nathan Wilcox	Free & Peters
	KVOO	1140 **1170**	25,000 **I-B**	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	William G. Skelly William B. Way Willard D. Egolf	Edward C. Coontz F. M. Hart L. W. Stinson	Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY............	KWIL (Construction permit)	1210 **1240**	250 **IV**	Central Willamette Bcstg. Co. Albany	....	R. R. Cronise	....	....
ASTORIA...........	KAST	1200 **1230**	250 **IV**	Astoria Broadcasting Co. 1006 Taylor Ave. 95	....	M. R. Chessman James C. Wallace Frank E. Marrion	Sylvia L. Chandler James C. Wallace Raymond H. Williams	Cox & Tanz Biddick
BAKER.............	KBKR	1500 **1490**	250 **IV**	Louis P. Thornton Baker Loan & Trust Co. Bldg. 140	....	Louis P. Thornton Ellwood W. Lippincott Fred Pelger	Herbert Haley .... Robert Sutton	....
BEND..............	KBND	1310 **1340**	250 **IV**	Bend Bulletin 1101 Wall St. 848	....	Robert W. Sawyer Frank H. Loggan Chet Wheeler	Eunice Flowers Robert Dickinson E. E. Lovejoy	....
CORVALLIS.........	*KOAC	550 **550**	1,000 CP-5,000-LS **III-A**	Oregon State Agricultural College Corvallis 526	....	State of Oregon Luke L. Roberts	Luke L. Roberts .... Grant S. Feikert	....
THE DALLES.......	KODL	1200 **1230**	250-LS 100-N **IV**	Western Radio Corp. The Dalles	....	V. B. Kenworthy	....	....
EUGENE............	KORE	1420 **1450**	250 **IV**	Eugene Broadcast Station S. Williamette St. 3	MBS Don Lee Pacific	C. G. Phillips Frank L. Hill Glenn McCormick Glenn McCormick	Day Foster .... Harold Gander	....
GRANTS PASS......	KUIN	1310 **1340**	250 **IV**	Southern Oregon Bcstg. Co. Box 43 192	....	A. E. Voorhies John G. Bauriedel John G. Bauriedel	Edward Malone Dick Thompson Edward Malone	....
KLAMATH FALLS...	KFJI	1210 **1240**	100 **IV**	KFJI Broadcasters Inc. 215 Main St. 5155	MBS Don Lee Pacific	J. A. Kincaid George Kincaid George Kincaid	Jack Keating .... Lon Hunt	....
LA GRANDE........	KLBM	1420 **1450**	250 **IV**	Harold M. Finlay 1120½ Adams Ave. 220	......	Harold M. Finlay Harold M. Finlay Raymond McKenzie	Raymond McKenzie	Cox & Tanz Biddick
MARSHFIELD.......	KOOS	1200 **1230**	250 **IV**	KOOS Inc. Hall Bldg. 432	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone A. Thomas Morris	Roger L. Spaugh Francie Waterbury Roger L. Spaugh	Burn-Smith
MEDFORD..........	KMED	1410 **1440**	1,000 **III-A**	Mrs. W. J. Virgin Sparta Bldg. 4000	NBC	Mrs. W. J. Virgin Lee Bishop Lee Bishop	Gladys LaMarr A. A. Adler D. H. Rees	....
PORTLAND.........	KALE	1300 **1330**	5,000 **III-A**	KALE Inc. New Heathman Hotel Atwater 7209	MBS Don Lee Pacific	C. Roy Hunt C. Roy Hunt Ted Kooreman	H. M. Swartwood, Jr. Harry Buckendahl Charles E. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1420 ST-KXL **1450**	100 **IV**	Benson Polytechnic School 546 N. E. 12th Ave. Lancaster 4195	....	Portland Public Schools William Allingham	Hazel Kenyon .... Fred Miller	....
	KEX	1160 **1190**	5,000 **II** Proposed **I-B** (50,000)	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Blue	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KGW	620 **620**	5,000-LS 1,000-N **III-A**	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Red	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KOIN	940 **970**	5,000 **III-A**	KOIN Inc. New Heathman Hotel Atwater 3333	CBS	C. W. Myers C. Roy Hunt Charles E. Couche	Henry Swartwood Harry H. Buckendahl Louis S. Bookwalter	Free & Peters
	KWJJ	1040-SA 1060 L-KRLD, WTIC **1080**	500 **II**	KWJJ Broadcast Co. Inc. 622 S. W. Salmon St. Atwater 4393	....	Wilbur J. Jerman John C. Egan L. D. Henderson	Gerald E. Speerstra L. D. Henderson W. J. Jerman	Cox & Tanz
	KXL	1420 ST-KBPS **1450**	250 **IV**	KXL Broadcasters KXL Bldg. Broadway 6451	....	T. W. Symons, Jr. T. W. Symons, Jr. H. S. Jacobson	Stuart Hannon .... Ralph Mifflin	....
ROSEBURG.........	KRNR	1500 **1490**	250-LS 100-N **IV**	News-Review Co. Umpqua Hotel 5	MBS Don Lee Pacific	Harris Ellsworth Marshall Pengra Max Frye	Gilbert Walters .... Henry J. Chandler	....
SALEM.............	KSLM	1360 **1390**	1,000 **III-A**	Oregon Radio Inc. 633 N. Front St. 6131	....	H. B. Read H. B. Read Earle Headrick	Herb Johnston, Jr. Malcolm Mitchell Albert Jacobson	....

IN THE COLUMBIA EMPIRE OF OREGON and SOUTHWEST WASHINGTON...IT'S THOSE

Titan Twins-

WASH.
IDAHO
OREGON

KGW

GREATER COVERAGE
GREATER POPULARITY
GREATER RESULTS!

NBC Red
620 KC
5000 Watts Days
1000 Watts Nites

KEX

EXTRA COVERAGE
EXTRA POPULARITY
EXTRA RESULTS!

NBC Blue
1160 KC
5000 Watts Continuous

Boiled right down to these essentials KGW-KEX have "What it takes" to reach the people of an area where incomes are far larger than national average and where 95% of the homes are radio-equipped... and where the thousands upon thousands of radio listeners are responsive to your sales suggestions. ℂ The Pacific Northwest is a "hot spot" in business progress and getting "hotter" every day! To get that EXTRA GREATER sales volume, team up with

KGW KEX

RADIO STATIONS OF THE

OREGONIAN

PORTLAND, OREGON

***Nationally Represented by* EDWARD PETRY & COMPANY, Inc.**
NEW YORK • DETROIT • CHICAGO • ST. LOUIS • SAN FRANCISCO • LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALLENTOWN	WSAN WCBA	1440 **1470**	500 **III-B** Proposed **III-A** (5,000)	Lehigh Valley Broadcasting Co. 39 N. 10th St. 9511	NBC Quaker	J. C. Shumberger, Sr. B. Bryan Musselman B. Bryan Musselman	George Y. Snyder George DePue, Jr. W. A. McCutcheon	....
ALTOONA	WFBG	1310 **1340**	250 **IV**	Gable Broadcasting Co. 1318 11th Ave. 6467	NBC-Red Quaker	George P. Gable Roy Thompson Roy Thompson	.... George R. Burgoon	Headley-Reed
DU BOIS	WCED (Construction permit)	1200 **1230**	250 **IV**	Tri-County Broadcasting Co. Du Bois	....	H. T. Grey Bob Webster	....	....
EASTON	WEST	1200 **1230**	250 **IV**	Associated Broadcasters Inc. 516 Northampton St. 8001	MBS Mason-Dixon Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Wilbur Markle Arthur McCracken J. E. Mathiot	Raymer
ERIE	WERC (Construction permit)	1500 **1490**	250-LS 100-N **IV**	Presque Isle Broadcasting Co. Erie	....	Jacob A. Young	....	....
	WLEU	1420 **1450**	250 **IV**	WLEU Broadcasting Corp. Commerce Bldg. 22-129	NBC-Blue Quaker	Leo J. Omelian V. Hamilton Weir V. Hamilton Weir	James Hamilton V. Hamilton Weir Harold Roess	....
GREENSBURG	WHJB	620 **620**	250-D **IV**	Pittsburgh Radio Supply House Inc. Penn Albert Hotel 3740	....	H. J. Brennen George Podeyn Robert M. Thompson	Howard Hoffman .... Walter McCoy	Rambean
GROVE CITY	*WSAJ	1310-SH **1340**	100 **IV**	Grove City College Crawford Hall 168-J	....	Grove City College H. W. Harmon	Rea G. Walters .... H. W. Harmon	....
HARRISBURG	WHP	1430 **1460**	5,000-LS 1,000-N **III-B**	WHP Inc. Telegraph Bldg. 4-3211	CBS	E. J. Stackpole, Jr. A. K. Redmond A. K. Redmond	E. K. Smith Dick Redmond R. S. Duncan	Blair
	WKBO	1200 **1230**	250 **IV**	Keystone Broadcasting Corp. 31 N. Second St. 4-0191	NBC MBS Mason-Dixon Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Curtis Demmy George Smith J. E. Mathiot	Raymer
HAZLETON	WAZL	1420 **1450**	250 **IV**	Hazleton Broadcasting Service Hazleton National Bank Bldg. 1488	MBS Mason-Dixon Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito Henry Cohn J. E. Mathiot	Raymer
JOHNSTOWN	WJAC	1370 **1400**	250 **IV**	WJAC Inc. Tribune Annex 24-361	NBC-Red Quaker	Walter W. Krebs J. C. Tully J. C. Tully	J. P. Foster .... Nevin Straub	Headley-Reed
LANCASTER	WGAL	1500 **1490**	250 **IV**	WGAL Inc. 8 W. King St. 5252	NBC MBS Mason-Dixon Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanziola Paul C. Rodenhauser J. E. Mathiot	Raymer
NEW CASTLE	WKST	1250 **1280**	1,000-D CP-1,000-U **III-B**	WKST Inc. Cathedral Bldg. 5050	....	S. W. Townsend Arthur W. Graham Herbert S. Kirk	Arthur W. Graham Arthur W. Graham S. W. Townsend	....
NEW KENSINGTON	WKPA	1120 **1150**	250-D **IV**	Allegheny-Kiski Broadcasting Co. Cooper Bldg. 3534	....	C. Russell Cooper Ed Kroen Ed Kroen	Bill Franker .... Henry Mattingly	Cox & Tanz
PHILADELPHIA	KYW	1020 **1060**	50,000 **I-B**	Westinghouse E. & M. Co. Inc. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse E. & M. Co. Leslie W. Joy B. A. McDonald	James P. Begley Lambert B. Beeuwkes Ernest H. Gager	NBC
	WCAU	1170 **1200**	50,000 **I-A**	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Alex Rosenman	Stan Lee Broza Joseph T. Connolly John G. Leitch	Raymer, Pacific Reiter, Chicago
	WDAS	1370 **1400**	250 **IV**	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	....	A. W. Dannenbaum, Sr. P. J. Stanton A. W. Dannenbaum, Jr.	Harold Davis Jerry Stone Frank Unterberger	....
	WFIL	560 **560**	1,000 **III-A**	WFIL Broadcasting Co. Inc. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS Quaker	Samuel R. Rosenbaum Roger W. Clipp John E. Surrick	James Allan William E. Caskey Arnold Nygren	Petry
	WHAT	1310 ST-WTEL **1340**	100 **IV**	Independence Bcstg. Co. Inc. Ledger Bldg. Lombard 2390	....	J. David Stern Milton Laughlin Milton Laughlin	....	....
	WIP	610 **610**	5,000 **III-A**	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS	Benedict Gimbel, Jr. Benedict Gimbel, Jr. Edward A. Davies	Murray Arnold Robert Horn Clifford C. Harris	Radio Advertisin
	WPEN	920 **950**	1,000 CP-5,000 **III-A**	William Penn Broadcasting Co. 1528 Walnut St. Pennypacker 9490	American	Arde Bulova H. A. Lafount Arthur Simon Arthur Simon	Thomas B. Smith .... Charles W. Burtis	Rambeau Forjoe
	WTEL	1310 ST-WHAT **1340**	100 **IV**	Foulkrod Radio Engineering Co. Inc. 4312 N. Broad St. Gladstone 1310	....	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs .... Lester M. Biederman	....
	WIBG (Glenside)	970 L-WCFL **990**	1,000 **II**	Seaboard Radio Bcstg. Corp. Mt. Carmel Ave. & Easton Rd. Majestic 2675	....	Paul F. Harron Edward D. Clery Edward D. Clery	Douglas Arthur Rupe Werling John H. Henninger	....
PITTSBURGH	KDKA	980 **1020**	50,000 **I-A**	Westinghouse Elec. & Mfg. Co. Inc. Grant Bldg. Grant 4200	NBC-Blue (After Nov. 1 NBC-Red)	Westinghouse E. & M. Co. John A. Holman William E. Jackson	George Heid W. B. McGill Joseph E. Baudino	NBC
	KQV	1380 **1410**	1,000 **III-B**	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	MBS	H. J. Brennen G. S. Wasser Robert M. Thompson	Everett Neal John Howard Walter McCoy	Rambeau
	WCAE	1220 **1250**	5,000 **III-A**	WCAE Inc. Wm. Penn Hotel Atlantic 6900	NBC-Red MBS	Leonard Kapner Leonard Kapner Willard Schroeder	Clifton Daniel James F. Murray James Schultz	International
	WJAS	1290 **1320**	5,000-LS 1,000-N **III-A**	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen G. S. Wasser Robert M. Thompson	James H. Hughes G. S. Wasser Walter McCoy	Rambeau
	WWSW	1500 **1490**	250 **IV**	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	Quaker	Paul Block Frank R. Smith, Jr. Frank R. Smith, Jr.	Walter E. Sickles H. B. Trautman Henry R. Kaiser	....

2 OF PITTSBURGH'S

WJAS & KQV

PITTSBURGH

MOST SUCCESSFUL STATIONS—

For Results That Satisfy—

WM. G. RAMBEAU CO.
National Representatives

WJAS BASIC COLUMBIA NETWORK
KQV BASIC MUTUAL NETWORK

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PENNSYLVANIA—(Continued)

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READING	WEEU	830 **850**	1,000–D **II**	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey Robert Magee	Paul J. Breedy .... Harold O. Landis	Hollingbery
	WRAW	1310 **1340**	250 **IV**	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red Quaker	Clifford M. Chafey Raymond A. Gaul Robert Magee	Paul J. Breedy .... Harold O. Landis	....
SCRANTON	WARM	1370 **1400**	250 **IV**	Union Broadcasting Co. Select Bldg. 4-1148	MBS	Martin F. Memlo Martin F. Memlo George H. Field	Hal Barton George H. Field Adolph Oschmann	Furgason & Walker
	WGBI	880 ST-WQAN **910**	1,000–LS 500–N **III-B**	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee R. E. McDowell George D. Coleman	Frank M. Monaghan George D. Coleman K. R. Cooke	Blair
	*WQAN	880 ST-WGBI **910**	1,000–LS 500–N **III-B**	Scranton Times 149 Penn Ave. 5151	....	E. J. Lynnet	....	....
SHARON	WPIC	780 **790**	1,000–D **III**	Sharon Herald Bcstg. Co. Box 541 4113	....	John Fahnline, Jr. John Fahnline, Jr. J. T. VanSweringen	Paul Gamble John MacDonald A. C. Heck	Wilson
SUNBURY	WKOK	1210 **1240**	250 **IV**	Sunbury Broadcasting Corp. 1150 N. Front St. 1325	Quaker	H. H. Haddon Melvin Lahr Homer Smith	Paul Miller Homer Smith Cliff Kerstetter	Cox & Tanz
UNIONTOWN	WMBS	1420 CP-590 **590**	250 CP-1,000 **III-B**	Fayette Broadcasting Corp. Fayette Title & Trust Co. 800	Quaker	Joseph C. Burwell Joseph C. Burwell Michael E. Slagel	J. Sullivan Sages Charles Underwood Kenneth M. Meredith	....
WILKES-BARRE	WBAX	1210 **1240**	100 **IV**	John H. Stenger, Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger, Jr. H. A. Seville H. A. Seville	Ken Beghold Norman McHugh R. L. Love	....
	WBRE	1310 **1340**	250 **IV**	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore S. R. Baltimore	Franklin D. Coslett .... Charles Sakoski	....
WILLIAMSPORT	WRAK	1370 **1400**	250 **IV**	WRAK Inc. 244 W. Fourth St. 2-6116	Quaker	E. M. Case George E. Joy Thomas W. Metzger	Irving Berndt, Jr. J. Wright Mackey Louis N. Persio	McKinney
YORK	WORK	1320 **1350**	1,000 **III-B**	York Broadcasting Co. 13 S. Beaver St. 6629	NBC MBS Mason-Dixon Quaker	Clair R. McCollough J. Harold Gulick Harold Miller	Otis Morse Karl Hammels J. E. Mathiot	Raymer

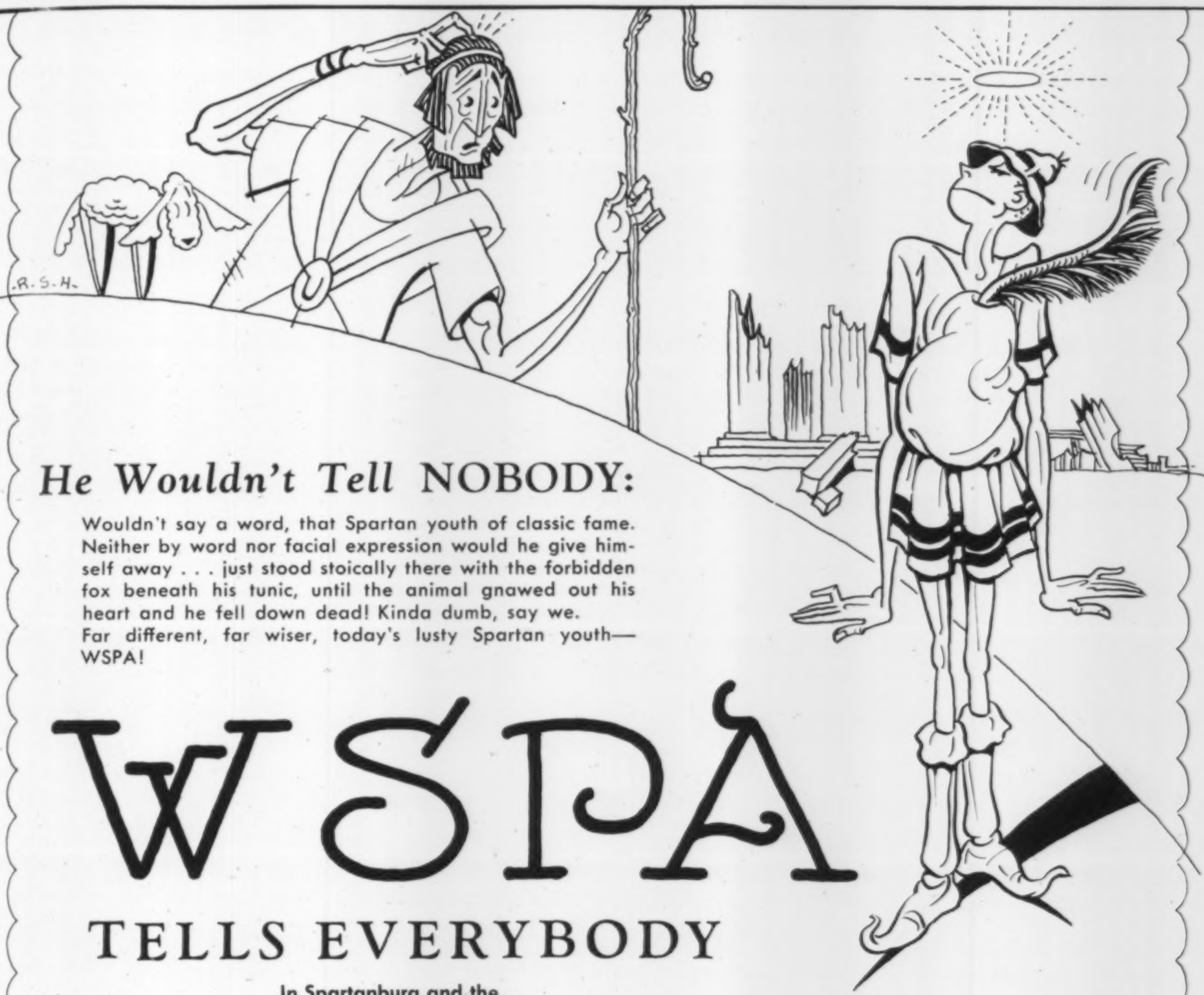
RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PAWTUCKET	WFCI (Construction permit; starts in February)	1390 **1420**	1,000 **III-B**	Pawtucket Broadcasting Co. Inc. 450 Main St.	....	Howard W. Thornley Frank F. Crook W. Paul Oury T. F. Allen	.... Howard W. Thornley	....
PROVIDENCE	WEAN	780 **790**	5,000–LS 1,000–N CP-5,000–U **III-A**	Yankee Network Inc. Crown Hotel Dexter 1500	NBC-Blue MBS Yankee Colonial	John Shepard 3d Malcolm S. Parker Malcolm S. Parker	Rose M. Powers Robert Playfair F. Carleton McVarish Harry H. Tilley	Petry
	WJAR	890 **920**	5,000–LS 1,000–N CP-5,000–U **III-A**	Outlet Co. 176 Weybosset St. Gaspee 1071	NBC-Red	Mortimer L. Burbank John J. Boyle John J. Boyle	John J. Boyle .... Thomas C. J. Prior	Weed
	WPRO	630 **630**	5,000 **III-A**	Cherry & Webb Bcstg. Co. 15 Chestnut St. Plantation 9776	CBS	William S. Cherry, Jr. William T. Bush Hervey Carter	H. William Koster Albert C. Rider Howard W. Thornley	Raymer

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WAIM	1200 **1230**	100 CP-250 **IV**	Wilton E. Hall 115 E. Market St. 800	CBS	Wilton E. Hall W. Ennis Bray W. Ennis Bray	Dan B. Ferguson G. Paul Browne Robert L. Easley	International
CHARLESTON	WCSC	1360 **1390**	1,000–LS 500–N **III-B** Proposed **III-A**	South Carolina Bcstg. Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Charles McMahon Roland Weeks James M. Weaver	Free & Peters
	WTMA	1210 **1240**	250 **IV**	Atlantic Coast Broadcasting Co. 134 Meeting St. 5522	NBC-Red	Robert S. Manigault William D. Workman, Jr. Walter P. Speight	C. Wylie Calder .... Douglass M. Bradham	Hollingbery
COLUMBIA	WCOS	1370 **1400**	250 **IV**	Carolina Advertising Corp. 1202 Main St. 2-5601	NBC-Blue	A. B. Langley Roy A. Powell	J. Olin Tice .... Charles A. Thoman	International
	WIS	560 **560**	5,000–LS 1,000–N CP-5,000–U **III-A**	Liberty Life Insurance Co. 1811 Main St. 2-2135	NBC-Red	W. Frank Hipp G. Richard Shafto J. D. Saumenig	Floyd D. Rodgers, Jr. Harry Findley Scott Helt	Free & Peters
FLORENCE	WOLS	1200 **1230**	250 **IV**	O. Lee Stone Sanborn Hotel 48	NBC-Red	O. Lee Stone O. Lee Stone H. Russ Holt	Willard I. Miller H. Russ Holt Robert M. Wallace	....
GREENVILLE	WFBC	1300 **1330**	5,000–LS 1,000–N CP-5,000–U **III-A**	Greenville-News Piedmont Co. Richardson St. 362	NBC-Red	Roger C. Peace Beverly T. Whitmire Beverly T. Whitmire	Charles A. Batson James Dawson Lee Parsons Clyde Etheredge	Weed
	WMRC	1500 **1490**	250 **IV**	Textile Broadcasting Co. Inc. 400 Mayberry St. 5730	MBS	R. A. Jolley Dan Crosland Dan Crosland	Glenn Adams Glenn Adams Edward J. Day	....
SPARTANBURG	WORD	1370 **1400**	250 **IV**	Spartanburg Advertising Co. 155 S. Liberty St. 2900	CBS (night)	A. B. Taylor Walter Brown Thad E. Horton	Jimmy Waldrop Thad E. Horton Ralph S. Bennett	Wilson
	WSPA	920 **950**	1,000–D CP-1,000–U **III-B**	Spartanburg Advertising Co. 155 S. Liberty St. 2900	CBS	A. B. Taylor Walter Brown Thad E. Horton	Sterling Wright Thad E. Horton Ralph S. Bennett	Wilson
SUMTER	WFIG	1310 **1340**	250–LS 100–N **IV**	J. Samuel Brody 39 N. Main St. 93	....	Julius S. Brody T. Doug Youngblood T. Doug Youngblood	John Sherman .... Rex Houser	....

XUM



He Wouldn't Tell NOBODY:

Wouldn't say a word, that Spartan youth of classic fame. Neither by word nor facial expression would he give himself away . . . just stood stoically there with the forbidden fox beneath his tunic, until the animal gnawed out his heart and he fell down dead! Kinda dumb, say we. Far different, far wiser, today's lusty Spartan youth—WSPA!

WSPA

TELLS EVERYBODY

In Spartanburg and the
Prosperous Piedmont Carolinas

Spartanburg is SOUTH CAROLINA'S No. 1 MARKET, leading all other South Carolina cities in retail sales.

WSPA is a CBS regional station . . . has a favorable frequency, 1,000 watts day and night (5,000 watts applied for Dec. 5). Within WSPA's primary area are 650,000 persons in the high wage bracket . . . 72.9% white.

Spartanburg, new home of U. S. Army cantonment with 20,000 men representing a $1,000,000.00 monthly payroll . . . Textile mills running three shifts daily . . . Southern Railroad shops working overtime . . . Farm income to new high levels as result of bumper cotton and peach crops and produce sales to army camp. Advertise where the money is. Schedule WSPA!

920 KC
WSPA
CBS

Established 1929
South Carolina's FIRST Radio Station

SPARTANBURG

SOUTH CAROLINA

HOWARD H. WILSON CO. . . . National Sales Representative

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KABR	1390 **1420**	1.000-LS 500-N CP-5.000-U **III-A**	Aberdeen Broadcast Co. 117½ S. Main St. 4626	MBS No. Central	H. C. Jewitt, Jr. A. A. Fahy A. A. Fahy	R. Thompson Mabie R. Thompson Mabie A. A. Fahy Delbert T. Hunt	Weed
BROOKINGS	*KFDY	780-SH **790**	1,000-D **III**	South Dakota State College Brookings 702-K	....	South Dakota State College Jack Towers	.... William H. Gamble	....
PIERRE	KGFX	630-SH **630**	200-D **IV**	Dana McNeil Estate 203 W. Summit St. 2251	....	Ida A. McNeil	....	....
RAPID CITY	KOBH	1370 **1400**	250 **IV**	Black Hills Bcst. Co. of Rapid City Alex Johnson Hotel 2000	....	Carl A. Quarnberg Robert J. Dean George E. Bruntlett	Abner H. George Alvin S. Arnold M. J. Jones	Cox & Tanz
	*WCAT	1200-SH **1230**	100-D **IV**	South Dakota School of Mines E. St. Joe St. 1600	....	S. D. School of Mines	....	....
SIOUX FALLS	KELO	1200 **1230**	250 **IV**	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin S. Fantle, Jr. Max Staley	Wilson
	KSOO	1110 L-WRVA **1140**	5,000 **II**	Sioux Falls Broadcast Assn. Inc. 317 So. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin Sam Fantle, Jr. Max Staley	Wilson
VERMILLION	*KUSD	890 ST-KFNF **920**	500 **III-B**	University of South Dakota Union Bldg. 209-J	....	U of South Dakota G. Russell Bauer	Ed LaGrave, Jr. .... Dr. W. H. Jordan	....
WATERTOWN	KWAT	1210 **1240**	250 **IV**	Midland National Life Insurance Co. Kemp & Broadway 5050	....	J. J. Bell F. L. Bramble F. L. Bramble	Dale E. Russell .... Sherrill L. Zimmerman	....
YANKTON	WNAX	570 **570**	5.000-LS 1.000-N CP-5.000-U **III-A**	WNAX Broadcasting Co. Second & Capitol Sts. 443	CBS Cowles	Gardner Cowles, Jr. Robert R. Tincher Phil Hoffman	Arthur J. Smith James G. Gies Clifton Todd	Katz

TENNESSEE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRISTOL	WOPI	1500 **1490**	250 **IV**	Radiophone Bcstg. Station WOPI 410 State St.	NBC-Red	W. A. Wilson W. A. Wilson Edwin H. Wilson Walter Pritchard	Fey Rogers Bryn Mortenson R. H. Smith	Burn-Smith
CHATTANOOGA	WAPO	1420 CP-1120 **1150**	250 CP-5,000-LS CP-1,000-N **III-B**	W. A. Patterson Read House 6-6141	NBC	W. A. Patterson R. G. Patterson R. N. Krepps	Helen Patterson Helen Patterson B. B. Barnes	Headley-Read
	WDEF	1370 **1400**	250 **IV**	Joe W. Engel Volunteer Life Bldg. 6-5664	MBS	Joe W. Engel Fred Bugg Ovelton Maxey	Eugene Wilkey Ovelton Maxey J. V. Sanderson	....
	WDOD	1280 **1310**	5,000-LS 1,000-N CP-5,000-U **III-A**	WDOD Broadcasting Corp. Hamilton National Bank Bldg. 6-5117	CBS	Norman A. Thomas Norman A. Thomas Carter M. Parham	Dorothy Wood McCurdy Jack Shacklett Julius Vessels	Raymer
COOKEVILLE	WHUB	1370 **1400**	250 **IV**	WHUB Inc. Cookeville 200	....	M. L. Medley Bill Reeves M. L. Medley	Bill Reeves M. L. Medley Charles R. Duke	....
JACKSON	WTJS	1310 CP-1360 **1390**	250 CP-1,000 **III-B**	Sun Publishing Co. Baltimore & Market Sts. 3340	MBS	C. E. Pigford A. A. Stone A. B. Robinson	Leslie Brooks A. B. Robinson B. C. Brummell	Branham
JOHNSON CITY	WJHL	880 **910**	1,000 **III-B**	WJHL Inc. 412 S. Roan St.	....	W. H. Lancaster W. H. Lancaster Ken Marsh	Henry Frick W. Kenneth Matthews O. K. Garland	Radio Advertising
KINGSPORT	WKPT	1370 **1400**	250 **IV**	Kingsport Broadcasting Co. Radio Center	NBC-Red	C. P. Edwards, Jr. Jess M. Swicegood Jess M. Swicegood	Steve Douglas .... Guy Beard	....
KNOXVILLE	WBIR (Construction permit)	1210 **1240**	250-LS 100-N **IV**	J. W. Birdwell Chamber of Commerce Bldg. 3-0766	MBS	J. W. Birdwell J. W. Birdwell J. W. Birdwell	B. George Barber, Jr.	....
	WNOX	1010 **990**	5,000-LS 1,000-N **II**	Scripps-Howard Radio Inc. 110 S. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis J. P. Epperson	Branham
	WROL	620 **620**	1,000-LS 500-N **III-B**	Stuart Broadcasting Corp. 524 S. Gay St. 2-7111	NBC	S. E. Adcock C. H. Frazier C. H. Frazier	John Reese .... Joe Wofford	Blair
MEMPHIS	WHBQ	1370 **1400**	100 **IV**	WHBQ Inc. Hotel Claridge 8-6868	....	Thomas Thompson E. A. Alburty E. A. Alburty	E. H. McMurray, Jr. .... Weldon Roy	Adams & Adams
	WMC	780 **790**	5,000-LS 1,000-N **III-A**	Memphis Publishing Co. Memphis 8-7464	NBC-Red Arkansas So. Central	John Sorrells Henry W. Slavick J. C. Eggleston	John H. Cleghorn Fred Carder Clyde E. Baker	Branham
	WMPS	1430 **1460**	1,000-LS 500-N **III-B**	Memphis Publishing Co. 62 N. Main St. 5-2721	NBC-Blue MBS	Jack R. Howard James C. Hanrahan Harold R. Krelstein	Lawrence Trexler Fred Vosse J. B. Epperson	....
	WREC	600 **600**	5,000-LS 1,000-N CP-5,000-U **III-A**	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis R. Wooten	Roy Wooten Buddy Bostick S. D. Wooten, Jr.	Katz

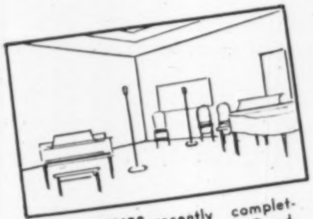
The Modern Station with every modern broadcasting facility!

WMC
Memphis, Tennessee

NEW—MODERN COMPLETE . . .

—that's the story of WMC's facilities in a nut shell. Every engineering skill, the finest technical equipment, trained and skilled man-power — all combine to produce a broadcasting service that is the last word in modern broadcasting efficiency.

That's why WMC, the pioneer station of the Mid-South, is Memphis' most popular and efficient radio station.



NEW STUDIOS recently completed in downtown Memphis' Goodwyn Institute are the finest in the South.

SHORT WAVE FACILITIES make possible pick-ups from remote vantage points, mobile broadcasts, unusual and on-the-spot service.

COMPLETE TRANSCRIPTION SERVICE assures advertisers and agencies of play-back, off-the-air, or direct studio transcriptions of the finest quality.

COMPLETE TALENT AND PRODUCTION STAFF means an opportunity of building any and all types of radio programs for local or regional network broadcasts.

Now **5,000 Watts Night!**

5,000 WATTS DAY
1,000 WATTS NIGHT

WMC

MEMPHIS
NBC RED NETWORK

Owned and operated by

THE COMMERCIAL APPEAL

National Representative: THE BRANHAM CO.

MEMBER OF SOUTH CENTRAL QUALITY NETWORK

WMC—MEMPHIS
KARK—LITTLE ROCK
KWKH-KTBS—SHREVEPORT
WSMB—NEW ORLEANS
WJDX—JACKSON, MISS.

THE BILLION DOLLAR MARKET

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

TENNESSEE—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NASHVILLE........	WLAC	1470 **1510**	5,000 **II** Proposed **I-B** (50,000)	WLAC Broadcasting Service Third National Bank Bldg. 6-0161	CBS	J. T. Ward F. C. Sowell F. C. Sowell	Paul Oliphant R. N. Maddux F. D. Binns	Raymer
	WSIX	1210 **1240**	250 **IV**	WSIX Inc. Nashville Trust Bldg. 5-5431	MBS Southern	Jack M. Draughon Jack M. Draughon Eugene S. Tanner	Roger N. Phillips Eugene S. Tanner Bascom E. Porter	Headley-Read
	WSM	650 **650**	50,000 **I-A**	National Life & Accident Ins. Co. Inc. National Bldg. 6-7181	NBC	Edwin W. Craig Harry Stone Winston Dustin	Jack Stapp Albert E. Gibson J. H. DeWitt, Jr.	Petry

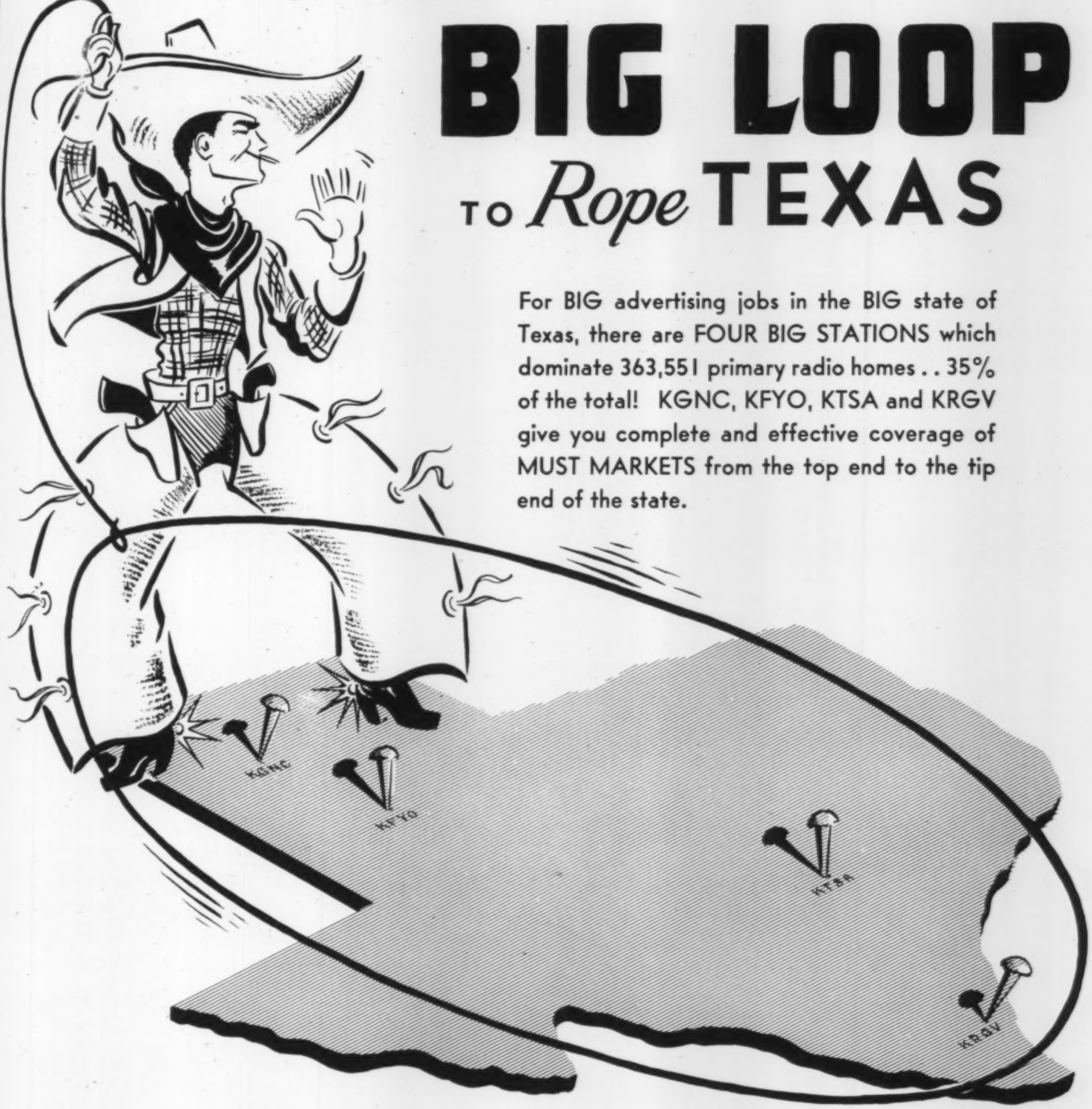
TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABILENE...........	KRBC	1420 **1450**	250 **IV**	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. Bernard Hanks Howard Barrett Howard Barrett	Jack Wallace Jack Wallace Fred Hammond	....
AMARILLO.........	KFDA	1200 **1230**	250 **IV**	Amarillo Broadcasting Corp. Nunn Bldg. 5343	MBS TSN	Gilmore N. Nunn Earl R. Strandberg H. P. Roberson	Harold Kimmell Fred Coker Howard Blaker	Perry
	KGNC	1410 **1440**	2,500–LS 1,000–N CP-5,000–LS **III-A**	Plains Radio Broadcasting Co. Radio Bldg. 4242	NBC-Red Lone Star	O. L. Taylor John Ballard John Ballard	Eddie Baumel James Stanberry W. S. Bledsoe	Wilson
AUSTIN............	KNOW	1500 **1490**	250 **IV**	Frontier Broadcasting Co. Inc. Norwood Bldg. 2-6213	MBS TSN	H. M. Fentress Charles B. Meade Charles B. Meade	Pat Adelman Floyd Smith James Lewis	....
	KTBC	1120 SH-WTAW **1150**	1,000–D **III**	State Capitol Bcstg. Assn. Inc. 119-A W. Eighth St. 8-4661	....	R. B. Anderson Aubrey H. Escoe Aubrey H. Escoe	Fred Caldwell .... Harry Slife	....
BEAUMONT........	KFDM	560 **560**	1,000 **III-A**	Beaumont Broadcasting Corp. Edson Hotel 3883	NBC-Blue	C. W. Snider C. B. Locke C. B. Locke	Len Finger Leon Taylor Leonard Saye	Wilson
	KRIC	1420 **1450**	250 **IV**	KRIC Inc. 130 Wall St. 4200	....	Mrs. J. L. Mapes Jack Neil G. L. Kirk	Joe Trum .... Clements McDaniels	Branham
BIG SPRING........	KBST	1500 **1490**	100 **IV**	Big Spring Herald Bcstg. Co. Inc. Crawford Hotel 1500	MBS TSN	Howard Barrett John E. Marsh Howard O. Kemper	Louis D'V. Palmer, Jr. Charles T. White John B. Casey	....
BRADY.............	KNEL	1500 **1490**	250–LS 100–N **IV**	G. L. Burns Brady 77	....	G. L. Burns G. L. Burns Clinton Newlin	J. S. Sloane Clinton Newlin Marion Crawford	....
BROWNSVILLE.....	KGFI	1500 **1490**	250–LS 100–N **IV**	Eagle Broadcasting Co. Inc. Box 349 1044	....	E. E. Wilson Ernest E. Wilson E. E. (Jack) Wilson Leonard W. Briggs	Eloise Alexander Bill Simpson Willis Wilson	Cox & Tanz
BROWNWOOD......	KBWD (Construction permit)	1350 **1380**	500 **III-B**	Brown County Broadcasting Co. Brownwood	....	Partnership	....	....
COLLEGE STATION.	*WTAW	1120 SH-KTBC **1150**	500–D CP-1,000 **III**	Agricultural & Mech. College of Tex. College Station 4-6724	....	Dr. T. O. Walton John O. Rosser	John O. Rosser .... H. C. Dillingham	....
CORPUS CHRISTI...	KEYS (Construction permit)	1500 **1490**	250 **IV**	Nueces Broadcasting Co. Corpus Christi	....	Charles W. Rossi Earl C. Dunn	....	....
	KRIS	1330 **1360**	500 CP-1,000 **III-A**	Gulf Coast Broadcasting Co. Medical & Professional Bldg. 475	NBC MBS Lone Star	M. Tilford Jones H. B. Lockhart	....	Branham
CORSICANA........	KAND	1310 **1340**	100 **IV**	Navarro Broadcasting Assn. Corsicana 30	....	J. C. West	....	....
DALLAS............	KRLD	1040 **1080**	50,000 **I-B**	KRLD Radio Corp. Adolphus Hotel 2-6811	CBS	Tom C. Gooch John W. Runyon Clyde W. Rembert	Ruth Clem J. W. Crocker Roy M. Flynn	Branham
	WFAA	800 ST-WBAP **820**	50,000 **I-A**	A. H. Belo Corp. Santa Fe Bldg. 7-9631	NBC-Red TQN	E. M. Dealey Martin Campbell Alex Keese, Asst. Irvin Gross	Ralph Nimmons Irvin Gross Raymond Collins Paul Barnes	Petry
	WRR	1280 **1310**	500 CP-5,000 **III-A**	City of Dallas Municipal Radio Bldg. 3-6101	MBS TSN	City of Dallas Charles B. Jordan Dale Drake	Pete Teddlie Hal Smith Durward J. Tucker	....
DENTON...........	KDNT	1420 **1450**	100 **IV**	Harwell V. Shepard Jackson Bldg. 276	....	Harwell V. Shepard Harwell V. Shepard Herman Cecil	Bob Syler Harwell V. Shepard B. B. Honeycutt	....
DUBLIN............	KFPL	1310 **1340**	250–LS 100–N **IV**	C. C. Baxter Dublin 183	....	C. C. Baxter Mike Gallagher J. D. Gallagher	Erma Carr R. E. Deeley Clarence Williams	....
EL PASO..........	KROD	1500 CP-600 **600**	250 CP-1,000–LS 500–N **III-B**	Dorrance D. Roderick 2201 Wyoming St. Main 2020	CBS	Dorrance D. Roderick Merle H. Tucker Larry A. Harris	H. Arthur Brown Dow Ben Roush Edward P. Talbott	Wilson
	KTSM	1350 **1380**	500 **III-B**	Tri-State Broadcasting Co. Box 1976 Main 46	NBC	Mrs. L. E. Bredberg Karl O. Wyler Willard L. Kline	Roy T. Chapman Eric Munro E. L. Gemoets	Hollingbery

IT TAKES A

BIG LOOP

TO *Rope* TEXAS



For BIG advertising jobs in the BIG state of Texas, there are FOUR BIG STATIONS which dominate 363,551 primary radio homes . . 35% of the total! KGNC, KFYO, KTSA and KRGV give you complete and effective coverage of MUST MARKETS from the top end to the tip end of the state.

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

Complete data on these stations and their markets is probably already in your file. If not, it will be sent direct, upon request, or will be furnished, gladly, by—

HOWARD H. WILSON COMPANY, REPRESENTATIVE
New York Chicago Kansas City San Francisco

A Real Break for Timebuyers!

Three Stations

WFAA
50,000 Watts
800 kc.
NBC
Sharing Time with WBAP

KGKO
5,000 Watts
570 kc.
NBC

WBAP
50,000 Watts
800 kc.
NBC
Sharing Time with WFAA

Two Cities

DALLAS

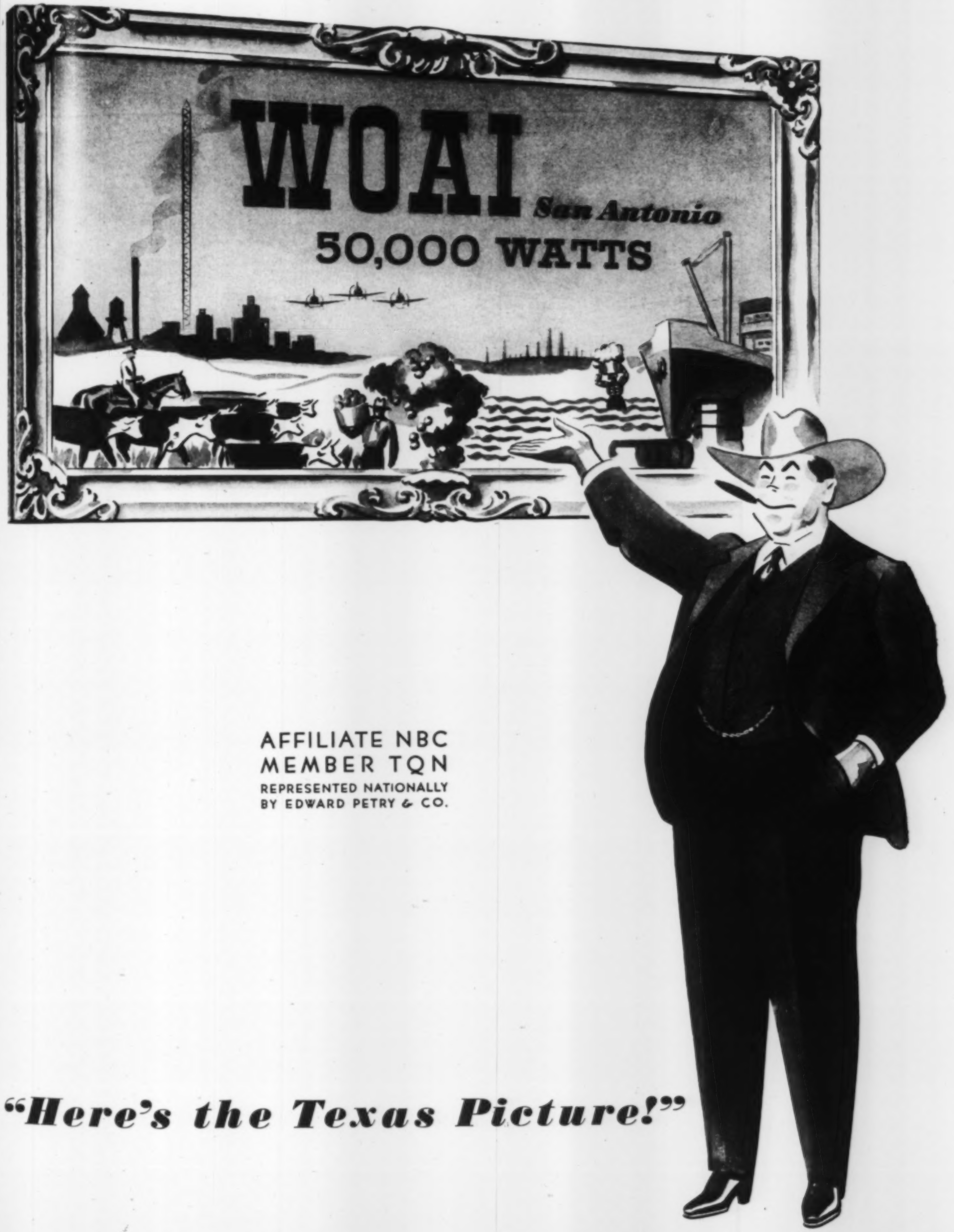
FORT WORTH

One Centralized Management

GENERAL
SALES OFFICE
UNDER DIRECTION
OF
MARTIN CAMPBELL
•
BAKER HOTEL
DALLAS

It's easier than ever now to invest your advertising dollars profitably in "America's Fastest Growing Market". WFAA-WBAP, with the largest 50,000 watt primary coverage in the United States and KGKO, second only to its sister station in the Southwest, are jointly operated by The Fort Worth Star-Telegram and The Dallas Morning News, with a centralized sales office to assist you in placing your schedules where you'll get the most for your money. When you're thinking of Texas and Oklahoma, with millions of radio listeners with billions to spend, investigate this combination.

National Representatives
WFAA-WBAP: Edward Petry & Co., Inc.
KGKO: Free & Peters, Inc.


WOAI
San Antonio
50,000 WATTS

AFFILIATE NBC
MEMBER TQN
REPRESENTED NATIONALLY
BY EDWARD PETRY & CO.

"Here's the Texas Picture!"

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

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FORT WORTH	KFJZ	1240 **1270**	1,000 CP-5,000 **III-A**	Tarrant Broadcasting Co. 1201 W. Lancaster 2-3474	MBS TSN	Ruth G. Roosevelt Gene L. Cagle Gene L. Cagle	Helen Jane Behlke Roy Duffy Ed Starnes	....
	KGKO	570 **570**	5,000-LS 1,000-N **III-A**	KGKO Broadcasting Co. Medical Arts Bldg. 3-1234	NBC-Blue Lone Star	Fort Worth Star-Telegram Dallas Morning News Harold V. Hough George Cranston Jack Keasler	Ed Lally Ralph Nimmons Elbert Haling R. C. Stinson	Free & Peters
	WBAP	800 ST-WFAA **820**	50,000 **I-A**	Carter Publications Inc. Medical Arts Bldg. 3-1234	NBC-Blue TQN	Amon G. Carter Harold Hough Martin Campbell George Cranston, Asst. Jack Keasler	Ed Lally Elbert Haling R. C. Stinson Paul Barnes	Petry
GALVESTON	KLUF	1370 **1400**	250 **IV**	KLUF Broadcasting Co. Inc. Box 562 6676	....	George Roy Clough George Roy Clough C. V. Bracht	Helen D. Clough C. V. Bracht L. D. Clough	....
HOUSTON	KPRC	920 **950**	5,000-LS 1,000-N CP-5,000-U **III-A**	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC-Red TQN	W. F. Hobby Kern Tips Kern Tips	Jack McGrew .... H. T. Wheeler	Petry
	KTRH	1290 **1320**	5,000-LS 1,000-N **III-A**	KTRH Broadcasting Co. Rice Hotel Preston 4361	CBS	Houston Chronicle B. F. Orr Ray E. Bright	Harry Grier F. Baden Powell King H. Robinson Tom Hiner	Blair
	KXYZ	1440 **1470**	1,000 **III-A**	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC-Blue MBS Lone Star	M. Tilford Jones T. Frank Smith T. Frank Smith	....	Branham
HUNTSVILLE	KSAM	1500 **1490**	250-D **IV**	Sam Houston Broadcasting Assn. 1021 12th St. 666	....	H. G. Webster Kenneth E. Krug, Jr. Kenneth E. Krug, Jr.	James D. Jones Kenneth E. Krug, Jr. Jack Whitley	....
KILGORE	KOCA	1210 **1240**	250 **IV**	Oil Capital Bcstg. Assn. 210½ E. North St. 616	....	Roy G. Terry Roy G. Terry Roy G. Terry	Tuck Young .... Karem Soule	....
LAREDO	KPAB	1500 **1490**	250 **IV**	Mervel M. Valentine 300 Loring Ave. 1490	....	Mervel M. Valentine Mervel M. Valentine Mervel M. Valentine	....	Forjoe
LONGVIEW	KFRO	1340 **1370**	1,000 **III-B**	Voice of Longview Glover-Crim Bldg. 411	....	James R. Curtis James R. Curtis	....	Forjoe (N. Y.) Furgason & Walker (Chicago)
LUBBOCK	KFYO	1310 **1340**	250 **IV**	Plains Radio Bcstg. Co. Inc. 914 Ave. J. 1700	TSN	O. L. Taylor Dewitt Landis Dewitt Landis	R. B. McAlister Bruce Collier W. H. Torrey	Wilson
LUFKIN	KRBA	1310 **1340**	250-D **IV**	Red Lands Broadcasting Assn. 108½ S. First St. 272	....	Ben T. Wilson Darrell E. Yates Richman Lewin	Ralph Widman Richman Lewin Earle Pettey	Cox & Tanz
MIDLAND	KRLH	1420 **1450**	100 CP-250 **IV**	Clarence Scharbauer Scharbauer Hotel 1070	TSN	Clarence Scharbauer W. H. McCumber W. H. McCumber	C. A. Roark Boyd Kelley Robert A. Harmon	Cox & Tanz
PALESTINE	KNET	1420 **1450**	100-D **IV**	Palestine Broadcasting Assn. John & Crawford Sts. 411	....	Dr. Boner Frizzell John Sullivan James G. Sullivan	Elizabeth Cage John Sullivan C. H. Anglin	....
PAMPA	KPDN	1310 **1340**	100 **IV**	R. C. Hoiles 212½ N. Ballard 1100	....	R. C. Hoiles H. E. Kreiger John Wells	Ray Monday Bill Browne H. E. Kreiger	....
PARIS	KPLT	1500 **1490**	250 **IV**	North Texas Broadcasting Co. Gibralter Hotel 1124	TSN	A. G. Pat Mayse Frank O. Myers Frank O. Myers	David Crockett Nelson Mahoney Weldon Jeffus	....
PECOS	KIUN	1370 **1400**	100 **IV**	Jack Hawkins & Barney Hubbs KIUN Bldg. 21	....	Jack Hawkins Barney Hubbs Jack Hawkins Jack Hawkins	W. D. Martin, Jr. Paul Cox Grady Cotten	....
PORT ARTHUR	KPAC	1220 **1250**	500 **III-B**	Port Arthur College 1515 Lakeshore Drive 7458	MBS	Carl Vaughn Glenn Hewitt Glenn Hewitt	George Morrison .... Joe Walters	Radio Advertising
SAN ANGELO	KGKL	1370 **1400**	250 **IV**	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	Henry Ragsdale Lonnie Preston Ollie Cook	Lynn Bigler .... Frank Jones	....
SAN ANTONIO	KABC	1420 **1450**	250 **IV**	Alamo Broadcasting Co. Inc. Milam Bldg. Fannin 3126	MBS TSN	Elliott Roosevelt Hardy C. Harvey Waymond Ramsey	.... William Fields Kenneth Hyman	
	KMAC	1370 ST-KONO **1400**	250 **IV**	Walmac Co. San Antonio Cathedral 6211	....	W. W. McAllister Howard W. Davis	.... Charles F. Harris	Burn-Smith
	KONO	1370 ST-KMAC **1400**	250 **IV**	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	....	Eugene J. Roth Eugene J. Roth James M. Brown	Bill A. Laurie .... George Ing	Forjoe
	KTSA	550 **550**	5,000-LS 1,000-N **III-A**	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor George W. Johnson Charlie Balthrope	William C. Bryan Jack Schlichenmaier W. G. Egerton	Wilson
	WOAI	1190 **1210**	50,000 **I-A**	Southland Industries Inc. 1031 Navarro St. Garfield 4221	NBC-Red TQN	G. A. C. Halff Hugh A. L. Halff Hugh A. L. Halff	Monte Kleban Walter Zahrt Fred Sterling	Petry

XUM

OLDEST and LARGEST CBS STATION in TEXAS

K-R-L-D

50,000 WATTS

POPULATION

Primary—	**3,276,943—**	out to .5 millivolt line
Secondary—	**3,695,436—**	.5 to .1 millivolt line
Total—	**6,972,379—**	

KRLD

DALLAS, TEXAS

Represented by
The Branham Company

The Dallas Times Herald Station

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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TEXAS—(Continued)

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SHERMAN..........	KRRV	880 **910**	1,000 **III-B**	Red River Valley Bcstg. Corp. 1910 S. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Orvin Franklin	W. H. Guy C. Wells, Jr. T. E. Spellman	....
SWEETWATER......	KXOX	1210 **1240**	250 **IV**	Sweetwater Radio Inc. Sweetwater 2341	....	George & Russell Bennitt Russell Bennitt	....	....
TEMPLE............	KTEM	1370 **1400**	250 **IV**	Bell Broadcasting Co. Kyle Hotel 4646	MBS TSN	Ruth Mayborn Burton Bishop Burton Bishop	Edwin Callaway Burton Bishop Paul Shaw	....
TEXARKANA........	KCMC	1420 **1450**	250 **IV**	KCMC Inc. 317 Pine St. 832	MBS TSN Arkansas	C. E. Palmer Cliff Tatom Cliff Tatom	Jerry Fisher .... W. H. Robertson	....
TYLER.............	KGKB	1500 **1490**	250 **IV**	East Texas Broadcasting Co. Tyler Commercial College Bldg. 1106	....	Dr. James G. Ulmer M. E. Danbom M. E. Danbom	Jack Kretsinger Tom Shugart John B. Sheppard	....
VERNON...........	KVWC	1500 **1490**	250 **IV**	Northwestern Broadcasting Co. 1813 Willbarger St. 1048	TSN	R. H. Nichols Ernest Mobley W. D. Dixon	Ray Whitworth W. J. Dickerson H. F. Ridgway	....
VICTORIA..........	KVIC	1310 **1340**	250 **IV**	Radio Enterprises Inc. Victoria 999	....	Charles C. Shea Fred W. Bowen	....	....
WACO..............	WACO	1420 **1450**	250 **IV**	Frontier Broadcasting Co. Amicable Bldg. 2700	MBS TSN	S. W. Richardson R. E. Lee Glasgow R. E. Lee Glasgow	Bernard Helton .... Leon H. Appleman	....
WESLACO..........	KRGV	1260 **1290**	1,000 **III-A**	KRGV Inc. Welsaco 375	NBC MBS Lone Star	O. L. Taylor Ken Lowell Sibson Guy W. Bradford	Dick Watkins Guy W. Bradford William Egerton	Wilson
WICHITA FALLS....	KWFT	620 **620**	5,000–LS 1,000–N **III-B**	Wichita Broadcasting Co. Harvey Snyder Bldg. 4182	CBS	Joe B. Carrigan Charles E. Clough Charles E. Clough	Claudine French Leslie Pierce John Adams	Raymer

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Ch,ef Engineer	Representative
CEDAR CITY........	KSUB	1310 **1340**	100 **IV**	Southern Utah Broadcasting Co. El Escalante Hotel 398	....	Leland M. Perry Sherman T. Wright	Inez Corry .... Sherman T. Wright	Griffith
LOGAN.............	KVNU	1200 **1230**	250 **IV**	Cache Valley Broadcasting Co. 41 S. Main St. 1400	....	S. L. Billings Reed Bullen	.... C. N. Layne	Adams & Adams
OGDEN.............	KLO	1400 **1430**	5,000 **III-A**	Interstate Broadcasting Corp. Hotel Ben Lomond McIntyre Bldg., Salt Lake City 84	NBC-Blue MBS Intermountain	A. L. Glasman Paul R. Heitmeyer Merrill J. Bunnell	Mel Wright Socs N. Vratis W. D'Orr Cozzens	Hollingbery
PRICE.............	KEUB	1420 **1450**	250 **IV**	Eastern Utah Broadcasting Co. Price 200	MBS Intermountain	Jack Richards Jack Richards Jack Richards	Jack Richards Jack Richards Owen J. Ford	....
PROVO.............	KOVO	1210 **1240**	250 **IV**	Clifton A. Tolboe 108 W. Center St. 1680	MBS Intermountain	Clifton A. Tolboe Arch L. Madsen Arch L. Madsen	Shirl Black David Walker Arch L. Madsen	....
SALT LAKE CITY...	KDYL	1290 **1320**	5,000–LS 1,000–N CP-5,000–U **III-A**	Intermountain Broadcasting Corp. 143 S. Main St. 5-2991	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Emerson Smith W. E. Wagstaff John M. Baldwin	Blair
	KSL	1130 **1160**	50,000 **I-A**	Radio Service Corp. of Utah Union Pacific Bldg. 5-4641	CBS	J. Reuben Clark, Jr. Ivor Sharp Lennox Murdoch	Glen Shaw .... Eugene G. Pack Willice E. Groves	Petry
	KUTA	1500 CP-570 **570**	250 CP-1,000 **III-B**	Utah Broadcasting Co. Belvedere Apt. Hotel 3-2737	NBC-Blue	Frank C. Carman Frank C. Carman William B. Sears	Robert Hansen Frank C. Carman Lyle Walquist	McGillvra

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BURLINGTON.......	WCAX	1200 **1230**	250 **IV**	Burlington Daily News Inc. 203 College St. 4880	CBS	Charles P. Hasbrook Howard J. Perry Robert L. Burger	H. B. Wight Howard J. Perry James Tierney	Weed
RUTLAND..........	WSYB	1500 **1490**	250 **IV**	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee Colonial	Philip Weiss Jack H. Weiss Jack H. Weiss	.... Jack Houser	....
ST. ALBANS........	WQDM	1390 **1420**	1,000–D **III**	Regan & Bostwick St. Albans 1390	....	E. J. Regan F. Arthur Bostwick	....	....
WATERBURY.......	WDEV	550 **550**	1,000–D **III**	Radio Station WDEV 8 Stowe St. 13-2	....	Lloyd E. Squier William G. Ricker Lloyd E. Squier William G. Ricker	William G. Ricker William G. Ricker Fred Hilsdale	Wilson

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Back of it all is
SHOWMANSHIP

THE WORLD'S LEADING
NETWORK PROGRAMS
plus
FEATURES OF TOP-FLIGHT
REGIONAL INTEREST

for RESULTS IN THE
INTERMOUNTAIN MARKET

KDYL

The POPULAR *Station*
SALT LAKE CITY

NBC
RED
NETWORK

National Representative: JOHN BLAIR & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *STN—Shares Time Night.* *SH—Specified Hours.* *SHN—Specified Hours Night.*
LS—Local Sunset. *L—Limited Time with Dominant Station.* *SA—Special Authorization.* *U—Unlimited.* *CP—Construction Permit Issued.*
(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTESVILLE	WCHV	1420 **1450**	250 **IV**	Community Broadcasting Corp. 4th & Market St. 2500	....	Charles Barham, Jr. Charles Barham, Jr. Walter Pegram	Alden Aaroe .... Walter Gray	Forjoe
DANVILLE..........	WBTM	1370 **1400**	250-LS 100-N **IV**	Piedmont Broadcasting Corp. Hotel Danville 2350	MBS Tri-City	L. N. Dibrell James L. Howe John M. Croft	William P. Heffernan John M. Croft Harry W. Spencer	....
FREDERICKSBURG..	WFVA	1260 **1290**	250-D **IV**	Fredericksburg Broadcasting Corp. Fredericksburg, Va. 1260	....	Richard Field Lewis, Jr. Richard Field Lewis, Jr. L. E. Smith	Nan Winkler Ronald Dawson Richard Field Lewis, Jr.	Burn-Smith
HARRISONBURG....	WSVA	550 **550**	500-D CP-1,000 **III**	Shenandoah Valley Bcstg. Corp. Harrisonburg: Main & E. Market St. Staunton: Hotel Beverly Harrisonburg: 875 Staunton: 647	....	Frederick L. Allman Charles P. Blackley Charles P. Blackley	Wendell Siler .... U. L. Lynch	McGillvra
LYNCHBURG.......	WLVA	1200 **1230**	250 **IV**	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	MBS Tri-City	Edward A. Allen Philip P. Allen Glenn E. Jackson	Eric F. Lund Carl B. Ogilvie Albert E. Heiser	....
MARTINSVILLE.....	WMVA (Construction permit)	1420 **1450**	250-LS 100-N **IV**	Martinsville Broadcasting Co. Martinsville	....	William C. Barnes Jonas Weiland	....	....
NEWPORT NEWS...	WGH	1310 **1340**	250 **IV**	Hampton Roads Bcstg. Corp. Portlock Bldg., Norfolk Norfolk: 2-7031 Newport News: 2297	MBS	Maj. Raymond B. Bottom Edward E. Bishop Edward E. Bishop	Joel F. Wahlberg Edward E. Edgar Raymond P. Aylor, Jr.	....
NORFOLK..........	WTAR	780 **790**	5,000 **III-A**	WTAR Radio Corp. National Bank of Commerce Bldg. 2-5671	NBC-Red	Paul S. Huber Campbell Arnoux John W. New	Henry Cowles Whitehead Ralph Hatcher J. L. Grether	Petry
PETERSBURG......	WPID	1210 **1240**	250 **IV**	Petersburg Newspaper Corp. 121 N. Sycamore St. 1053	....	R. B. Huber Lee Chadwick E. B. Pickard	Ben Miller Richard Godsey Elmo Cronk	....
RICHMOND........	*WBBL	1210-SH **1240**	100 **IV**	Grace Covenant Presbyterian Church 1627 Monument St. 5-7491	....	M. A. Sitton	....	....
	WMBG	1350 **1380**	5,000-LS 1,000-N **III-B**	Havens & Martin Inc. 3301 W. Broad St. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens Robert E. Mitchell	Garnett Tate R. E. Mitchell Wilfred H. Wood	Blair
	WRNL	880 **910**	1,000 **III-B**	Richmond Radio Corp. 323 E. Grace St. 3-4242	NBC-Blue	John Stewart Bryan Edward S. Whitlock Edward S. Whitlock	G. Mallory Freeman .... Walter R. Selden	Petry
	WRVA	1110 **1140**	50,000 **I-B**	Larus & Brother Co. Inc. Hotel Richmond 3-6633	CBS MBS	P. L. Reed C. T. Lucy Barron Howard	I. G. Abeloff Barron Howard D. C. Woods	Raymer
ROANOKE..........	WDBJ	930 **960**	5,000-LS 1,000-N CP-5,000-U **III-A**	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kelser	Jack Weldon Jack Weldon James W. Robertson	Free & Peters
	WSLS	1500 **1490**	250 **IV**	Roanoke Broadcasting Corp. Shenandoah Life Insurance Bldg.	MBS Tri-City	Paul C. Buford James H. Moore Frank E. Koehler	Fred C. Johnstone Frank E. Koehler J. Philip Briggs	....
SUFFOLK...........	WLPM	1420 **1450**	250 **IV**	Suffolk Broadcasting Corp. 105 Bank St. 1240	....	Fred L. Hart Fred L. Hart	Kenneth Given Margaretta Smith Jack Siegel	Sears & Ayer

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN.........	KXRO	1310 **1340**	250 **IV**	KXRO Inc. 207½ W. Market 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G Goddard	Ben K. Weatherwax Elmer Holmberg W. M. McGoffin	....
BELLINGHAM......	KVOS	1200 **1230**	250 **IV**	KVOS Inc. KVOS Bldg. 4200	MBS Don Lee Pacific	Rogan Jones Rogan Jones	....	....
CENTRALIA........	KELA	1440 **1470**	1,000 **III-A**	Central Broadcasting Corp. KELA Bldg. 721	MBS Don Lee Pacific	Arthur C. St. John J. Elroy McCaw Joe Chytil	Vincent Voegele Carl Tucker Sam Norin	....
EVERETT...........	KRKO	1370 ST-KEVR **1400**	50 CP-250-LS CP-100-N **IV**	Everett Broadcasting Co. Inc. Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett Lee E. Mudgett W. F. Knehr	P. A. Mudgett W. F. Knehr Floys Everett Steele	....
LONGVIEW.........	KWLK	1370 **1400**	250 **IV**	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1500	MBS Don Lee Pacific	A. C. Campbell Ralph Bryan Leonard Franklin	William Cunningham Thelma Bryan Larry Curd	....
OLYMPIA...........	KGY	1210 **1240**	100 **IV**	KGY Inc. Capitol Park Bldg. 5000	MBS Don Lee Pacific	Tom Olsen Tom Olsen J. Harris Dorr	Theresa K. Olsen J. Harris Dorr John H. Thatcher	Burn-Smith
PULLMAN..........	*KWSC	1220 ST-KTW **1250**	5,000 **III-A**	State College of Washington Pullman 6044	....	State College of Wash. Kenneth E. Yeend	Allen Miller .... Hugo L. Libby	....

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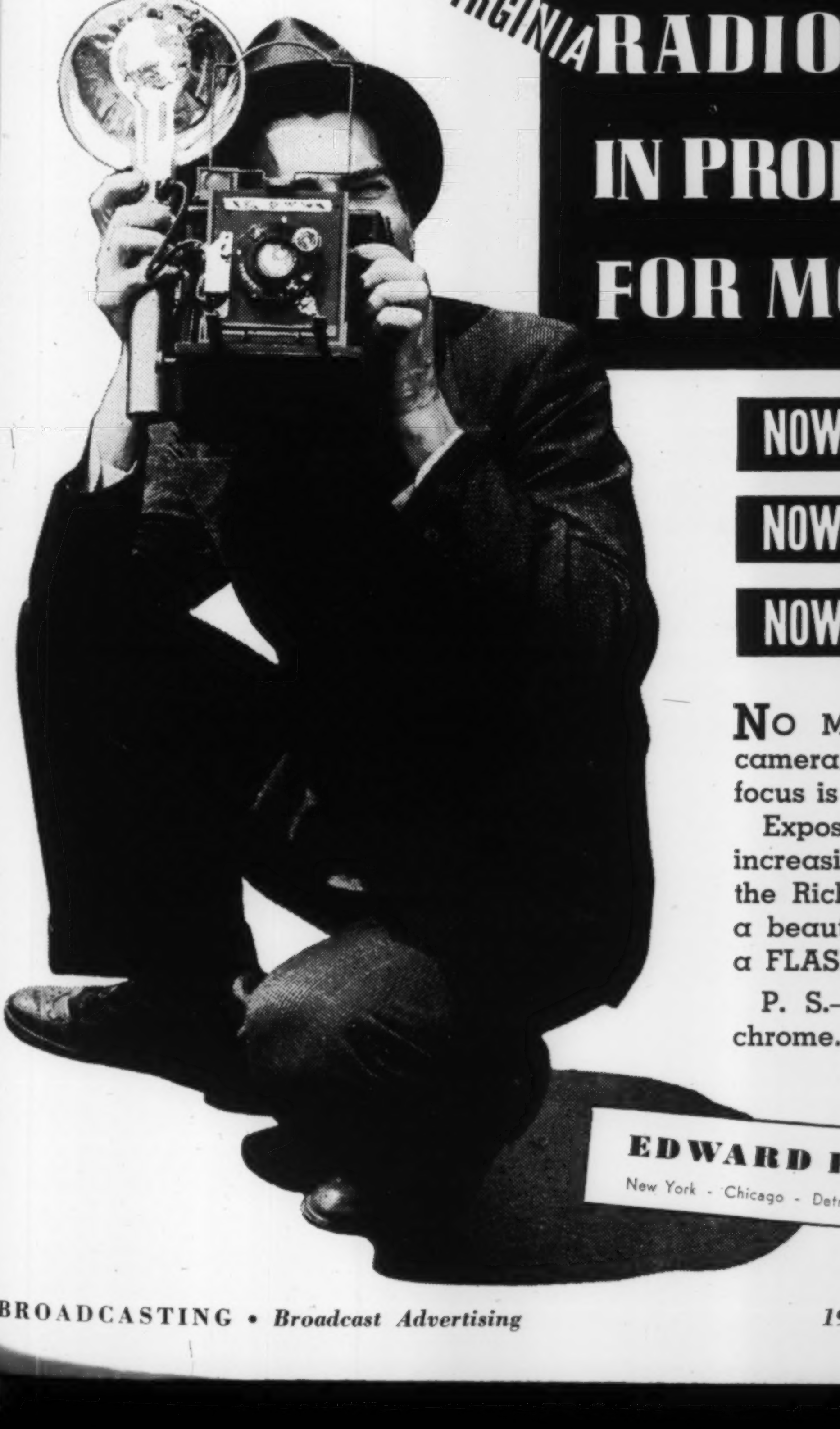
GET THE NEW WRNL RADIO PICTURE IN PROPER FOCUS FOR MORE SALES



NOW! ***Night and Day!***

NOW! ***1,000 Watts!***

NOW! ***NBC Blue!***

NO MATTER how expensive the camera, or how good the film, proper focus is necessary for a good picture.

Expose your sales story to WRNL's increasing thousands of listeners in the Richmond Radius and you'll get a beautiful sales picture—quick like a FLASH!

P. S.—No extra charge for Kodachrome.

EDWARD PETRY & CO., Inc.
New York - Chicago - Detroit - St. Louis - San Francisco - Los Angeles

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SEATTLE	KEVR	1370 ST-KRKO **1400**	100 **IV**	Evergreen Broadcasting Corp. Smith Tower Seneca 0070	....	Robert S. McCaw Lee E. Mudgett W. F. Knehr	P. A. Mudgett W. F. Knehr Floys Everett Steele	....
	KIRO	710 **710**	1,000 CP-10,000 **I-B**	Queen City Broadcasting Co. Cobb Bldg. Seneca 1500	CBS	Louis K. Lear H. J. Quilliam J. A. Morton	Tommy Thomas J. A. Morton James B. Hatfield	Free & Peters
	KJR	970 **1000**	5,000 **II** Proposed **I-B** (10,000)	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Blue	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KOL	1270 **1300**	5,000–LS 1,000–N **III-A**	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Don Lee Pacific	Archie Taft Archie Taft Oliver A. Runchey	Wheeler Smith .... Perry Lind	Reynolds-Fitzgerald
	KOMO	920 **950**	5,000–LS 1,000–N CP-5,000–U **III-A**	Fisher's Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Red	O. W. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KRSC	1120 **1150**	1,000 **III-A**	Radio Sales Corp. 2939 Fourth, S. Main 0110	....	Palmer K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell N. J. Rifkin George A. Freeman	Radio Advertising
	*KTW	1220 ST-KWSC **1250**	1,000 **III-A**	First Presbyterian Church Seattle Main 2056	....	First Presbyterian Church	....	....
	KXA	760 L-WJZ **770**	1,000 **II**	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	....	R. F. Megee Florence Wallace Florence Wallace	Jackson Latham .... Maurice M. McMullen	Burn-Smith
SPOKANE	KFIO	1120 **1150**	100–D **IV**	Spokane Broadcasting Corp. 526 Riverside Ave. Main 3400	....	Arthur L. Smith Arthur L. Smith B. E. Woolston	Gertrude Longmeier .... Curtis T. Strong	....
	KFPY	890 **920**	5,000 **III-A**	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS	T. W. Symons Arthur L. Bright George H. Hager	R. W. Brazeal .... George Langford	Katz
	KGA	1470 **1510**	5,000 **II** Proposed **I-B** (10,000)	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Blue	Louis Wasmer Harvey Wixson Harvey Wixson	H. J. McAllister Harvey Wixson A. G. Sparling	Petry
	KHQ	590 **590**	5,000 **III-A**	Louis Wasmer Inc. Radio Central Bldg. Main 5833	NBC-Red	Louis Wasmer Harvey Wixson Harvey Wixson	H. J. McAllister Harvey Wixson A. G. Sparling	Petry
TACOMA	KMO	1330 **1360**	1,000 CP-5,000 **III-A**	Carl E. Haymond 914½ Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond James A. Murphy Roscoe A. Smith	Dick Ross Dick Ross J. D. Kolesar	Blair
	KVI	570 **570**	5,000 **III-A**	Puget Sound Bcstg. Co. Inc. Rust Bldg. Broadway 4211	CBS	Vernice Irwin Vernice Irwin Earl T. Irwin	Dorothy Doernbecher Elvin E. Evans William Haase	Hollingbery
VANCOUVER	KVAN	880 **910**	250–D **IV**	Vancouver Radio Corp. Vancouver 150	....	Sheldon F. Sackett	....	....
WALLA WALLA	KUJ	1370 CP-1390 **1420**	100 CP-1,000 **III-A**	KUJ Inc. Second & Rose 1230	....	H. E. Studebaker H. E. Studebaker Jerry Jensen	H. E. Studebaker Norval Armes Milton MacLafferty	....
WENATCHEE	KPQ	1500 **1490**	250 **IV**	Wescoast Broadcasting Co. KPQ Bldg. 45	MBS Don Lee Pacific	Rogan Jones Cole E. Wylie Thomas Schafer	.... C. E. Wylie	....
YAKIMA	KIT	1250 **1280**	1,000 **III-A**	Carl E. Haymond 414 E. Yakima Ave. 8115	MBS Don Lee Pacific	Carl E. Haymond J. A. Murphy Harrison A. Miller	D. L. Lindberg R. Lee Black H. B. Murphy	Blair

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BECKLEY	WJLS	1210 **1240**	250 **IV**	Joe L. Smith, Jr. 101½ Main St. 2700	....	Joe L. Smith, Jr. Joe L. Smith, Jr. Charles R. Armentrout	Kathryn Riddick .... Marion H. McDowell	....
BLUEFIELD	WHIS	1410 **1440**	1,000–LS 500–N **III-B**	Daily Telegraph Printing Co. Bluefield 2618	....	H. I. Schott J. Lindsey Alley J. Lindsey Alley	M. F. Barnett Bill Blake P. T. Flanagan	....
CHARLESTON	WCHS	580 **580**	5,000 **III-A**	Charleston Broadcasting Co. 1016 Lee St. Capitol 28-131	CBS W. Va.	John A. Kennedy Howard L. Chernoff Howard L. Chernoff	James C. Keefe .... Odes E. Robinson	Branham
	WGKV	1500 **1490**	100 **IV**	Kanawha Valley Bcstg. Co. 1016 Lee St. 37-541	NBC	W. A. Carroll R. F. Sowers R. F. Sowers	J. B. Matthews .... Robert Ames	....
CLARKSBURG	WBLK	1370 **1400**	250 **IV**	Exponent Co. 444½ W. Pike St. 3040	NBC W. Va.	John A. Kennedy G. C. Blackwell G. C. Blackwell	Don McWhorter G. C. Blackwell Conrad Clemans	Branham
FAIRMONT	WMMN	890 **920**	5,000–LS 1,000–N CP-5,000–U **III-A**	Monongahela Valley Bcstg. Co. 208 Adams St. 3100	CBS	George B. Storer O. J. Kelchner	H. H. Wolfe .... J. R. Heck	Blair
HUNTINGTON	WSAZ	1190 L-WOAI CP-900 **930**	1,000 **III-B**	WSAZ Inc. 929½ Fourth Ave. 4106	W. Va.	John A. Kennedy Mike Layman Mike Layman	William J. Adams .... Russell Banks	....

KFPY
SPOKANE
KFPY

FIRST STATION IN THE INLAND EMPIRE

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WEST VIRGINIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MORGANTOWN	WAJR	1200 **1230**	250 **IV**	West Virginia Radio Corp. 488 Spruce St. 9488	....	H. C. Greer C. H. Murphy, Jr. C. H. Murphy, Jr.	John Goerss .... Ray C. Spence	....
LOGAN	WLOG	1200 **1230**	100 **IV**	Clarence H. Frey & Robert O. Greever Kanada St. 761	....	{Clarence H. Frey {Robert O. Greever C. E. Vann George S. Armstrong	C. E. Vann .... Bernard H. Bopp	....
PARKERSBURG	WPAR	1420 **1450**	100 CP-250 **IV**	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	John A. Kennedy A. Rauch A. N. Archer	Carl Loose Rollie Marshall William A. Sodaro	Branham
WELCH	WBRW	1310 **1340**	250 **IV**	McDowell Service Co. 10 Riverside Drive 818	....	J. W. Blakely Harold McWhorter Harold McWhorter	Joe J. Herget Gordon Redding Thomas Phillips, Jr.	....
WHEELING	WKWK (Construction permit)	1370 **1400**	100 **IV**	Community Broadcasting Inc. Wheeling	....	Joe L. Smith Jr.	....	....
	WWVA	1160 STN-WOWO **1170**	5,000 **II** Proposed **I-B** (50,000)	West Virginia Bcstg. Corp. Hawley Bldg. 5383	CBS NBC-Blue (May 1)	George B. Storer George W. Smith George W. Smith	William L. Thomas Paul J. Miller Glenn G. Boundy	Blair
WILLIAMSON	WBTH	1370 **1400**	250 **IV**	Williamson Broadcasting Corp Mountaineer Hotel Block 1241	....	George W. Taylor Combs Blanford Combs Blanford	Eddie Whikehart .... George Yazell	....

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
APPLETON	WHBY	1200 **1230**	250 **IV**	WHBY Inc. 600 S. Law St. 1162	Wisconsin	B. H. Pennings Haydn R. Evans J. C. Gallagher	Emlyn Owen William Chapin George Merkl	Reynolds-Fitzgerald
ASHLAND	WATW	1370 **1400**	100 **IV**	Upper Mich.-Wis. Bcstg. Co. Inc. Northern State Bank Bldg. 1420	....	William L. Johnson N. C. Ruddell John K. Hubbard, Jr.	Ruth Wright .... R. L. Johnson	Bogner & Martin
EAU CLAIRE	WEAU	1050 L-KFBI **1070**	5,000–LS 1,000–N **II**	Central Broadcasting Co. 230 Barstow St. 6149	NBC	Walter C. Bridges John J. Stack John J. Stack	John J. Stack John J. Stack Charles P. Persons	Hollingbery
FOND DU LAC	KFIZ	1420 **1450**	100 **IV**	Reporter Printing Co. 18 W. First St. 356	Wisconsin	A. H. Lange {Lynn N. Fairbanks {Cile Fairbanks, Acting Mgr. Cile Fairbanks	Cile Fairbanks Cile Fairbanks Wendell S. Meyers	....
GREEN BAY	WTAQ	1330 **1360**	5,000 **III-A**	WHBY Inc. Bellin Bldg. Adams 1	CBS Wisconsin	B. H. Pennings Haydn R. Evans Val Schneider	Al Michel Johnnie Olson Wally Stangel	Reynolds-Fitzgerlad
JANESVILLE	WCLO	1200 **1230**	250 **IV**	Gazette Publishing Co. Janesville 2500	....	Sidney H. Bliss James F. Kyler James F. Kyler	Hester Kyler Paul Ruhle Charles Brannen	....
LA CROSSE	WKBH	1380 **1410**	1,000 CP-5,000 **III-A**	WKBH Inc. Radio Bldg. 450	CBS	Otto M. Schlabach Otto M. Schlabach Ed Cunniff	Bernice Callaway Ed Cunniff Alvin Leeman	Wilson
MADISON	*WHA	940 **970**	5,000–D **III**	University of Wisconsin Radio Hall University 475	....	State of Wisconsin H. B. McCarty	William G. Harley H. A. Engel John Stiehl	....
	WIBA	1280 **1310**	5,000–LS 1,000–N CP-5,000–U **III-A**	Badger Broadcasting Co. 110 E. Main St. Fairchild 8800	NBC-Blue	William T. Evjue Tom C. Bowden William E. Walker	Kenneth F. Schmitt .... Norman Hahn	Reynolds-Fitzgerlad
MANITOWOC	WOMT	1210 **1240**	100 **IV**	Francis M. Kadow Radio Bldg. 7015	....	Francis M. Kadow Francis M. Kadow Francis M. Kadow	Roger Mueller .... W. F. Duben	....
MARINETTE	WMAM	570 **570**	250–D **IV**	M. & M. Broadcasting Co. 400 Wells St. 570	....	W. E. Walker M. F. Chapin M. F. Chapin	Paul Skinner Morgan Sexton Werner Schwarz	Reynolds-Fitzgerald
MEDFORD	WIGM (Construction permit)	1500 **1490**	100 **IV**	George F. Meyer Medford	....	George F. Meyer	....	....
MILWAUKEE	WEMP	1310 **1340**	250 **IV**	Milwaukee Broadcasting Co. 710 N. Plankinton Ave. 7722	NBC-Blue Wisconsin	Glenn D. Roberts Charles J. Lanphier Ben Wolff	Bert C. Mulroy Charles A. LaForce Raymond H. Host	....
	WISN	1120 **1150**	1,000–LS 250–N CP-5,000–U **III-A**	Hearst Radio Inc. 123 W. Michigan Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon G. W. Grignon	Woods O. Dreyfus Hugh O'Malley D. A. Weller	International
	WTMJ	620 **620**	5,000–LS 1,000–N CP-5,000–U **III-A**	Journal Co. 333 W. State St. Marquette 6000	NBC-Red	Walter J. Damm L. W. Herzog William F. Dittman	R. W. Winnie R. V. Tolg D. W. Gellerup	Petry
POYNETTE	WIBU	1210 **1240**	250 **IV**	William C. Forrest Poynette 97R5	....	William C. Forrest William C. Forrest William C. Forrest	Sarah Forrest William C. Forrest Leonard Doese	....
RACINE	WRJN	1370 **1400**	250 **IV**	Racine Broadcasting Corp. American Bank Bldg. Jackson 290	Wisconsin	F. R. Starbuck Harry R. LePoidevin Harold Newcomb	Herbert Mann, Jr. Harold Newcomb F. Lee Dechant	Furgason & Walker
RICE LAKE	WJMC	1210 **1240**	250 **IV**	Walter H. McGenty 410 N. Main St. 550	....	W. H. & J. J. McGenty C. C. Leonard C. C. Leonard	C. C. Leonard C. C. Leonard Ray Pearson	....

5,000 WATTS
DAY AND NIGHT
Awarded
WISN
MILWAUKEE

FIVE TIMES MORE POWER
Day Time

TWENTY TIMES MORE POWER
Night Time

CONTRACT NOW FOR WISN TIME
AT PRESENT LOW RATES!

Represented by
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DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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WISCONSIN—(Continued)

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SHEBOYGAN.......	WHBL	1300 **1330**	1,000-LS 250-N **III-B**	Press Publishing Co. 626 Center Ave. 1900	Wisconsin	C. E. Broughton Wayne W. Cribb Wayne W. Cribb	Mona Jean Pape Glen James Herbert J. Mayer	Wilson
STEVENS POINT....	*WLBL	900 **930**	5,000-D **III**	State of Wisconsin Dept. of Agriculture 525	....	Board of Regents F. R. Calvert	W. P. Wichmann .... H. O. Brickson	....
SUPERIOR..........	WDSM	1200 **1230**	100 **IV**	WDSM Inc. Board of Trade Bldg. 3200	MBS No. Central	Fred A. Baxter	....	Rambeau
	WEBC	1290 **1320**	5,000-LS 1,000-N **III-A**	**(See Duluth, Minn.)**	....	....	....	....
WAUSAU...........	WSAU	1370 **1400**	250 **IV**	Northern Broadcasting Co. Inc. 125 Third St. 6521	....	W. E. Walker Ben F. Hovel J. W. Killeen	Donald R. Burt .... Roland W. Richardt	Reynolds-Fitzgerald
WISCONSIN RAPIDS	WFHR	1310 **1340**	250-LS 100-N **IV**	William F. Huffman 141 W. Grand Ave. 1340	....	William F. Huffman George T. Frechette Bruce G. Beichl	Ernie Smith George T. Frechette Garth N. Bowker	....

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CASPER............	KDFN	1440 **1470**	1,000 **III-B**	Donald Lewis Hathaway First & Lennox Sts. 407	....	Donald L. Hathaway Donald L. Hathaway F. Hufsmith	M. Nichols Donald L. Hathaway	Sears & Ayer Biddick
CHEYENNE.........	KFBC	1420 **1450**	250-LS 100-N **IV**	Frontier Broadcasting Co. Plains Hotel 4461	NBC-Blue	Tracy S. McCraken William C. Grove Larry Bloom	Robert W. Youmans Larry Bloom J. F. Dawson	....
	KYAN	1370 **1400**	250 **IV**	Western Broadcasting Co. 1500 E. Fifth St. 8511	MBS	Partnership H. L. McCracken Don Tannehill	Warren Williamson .... A. E. Buchanan	....
POWELL...........	KPOW (Construction permit)	1200 **1230**	250 **IV**	Albert Joseph Meyer Powell	....	Albert Joseph Meyer	....	....
ROCK SPRINGS.....	KVRS	1370 **1400**	250 **IV**	Wyoming Broadcasting Co. 1307 Wyoming St. 93	....	Rule R. West Harold L. McCracken Harold E. Tannehill	Michael Reid Harold E. Tannehill Williard Easterly	....
SHERIDAN.........	KWYO	1370 **1400**	250 **IV**	Big Horn Broadcasting Co. Inc. 19 N. Main 601	....	R. E. Carroll Jack Gage Herb Siebert	Jim Carroll Herb Siebert Robert F. Crossthwaite	Sears & Ayer Griffith

ADD

THIS POWERFUL STATION TO YOUR LIST

WCAR

PONTIAC, MICHIGAN

for BIG RESULTS *at* LOW COST

1000 Streamlined Watts

Eau Claire
Stevens Point
Appleton
Green Bay
MICH.
Northfield
Mankato
Rochester
Winona
La Crosse
Manitowoc
Sheboygan
Fond du Lac
Bay City
Albert Lea
Poynette
Saginaw
Flint
Pt. Hu
Decorah
Muskegon
Milwaukee
Pontiac
Mason City
Madison
Grand Rapids
E. Lansing
Royal Oak
Lansing
Racine
Windsc
Janesville
Detroit
Fort Dodge
Dubuque
E. Dubuque
Rockford
Battle Creek
Jackson
Kalamazoo
Boone
Ames
Cedar Rapids
Chicago
Marshalltown
Aurora
Cicero
Gary
Des Moines
Iowa City
Rock Island
Joliet
Hammond
OHIO
Ft. Wayne
Mansfield
Lima
Galesburg
Shenandoah
Bloomington
W. Lafayette
Muncie
Columbus
MO.
Champaign
Danville
Anderson
Decatur
Urbana
Richmond
Dayton
Quincy
Kansas City
Columbia
Sedalia
Jefferson City
Pittsburg
Springfield
Joplin
Siloam Springs
ARK.
Fort Smith
Little Rock
Hot Springs
Pine Bluff
Texarkana
El Dorado
Shreveport
LA.
Longview
Kilgore
Monroe
Palestine
Laurel
Dothan

1941 Radio Outline Map

JUST THE MAP YOU ASKED FOR--

at an amazingly low price!

The new improved 1941 Radio Outline Map of the United States, Territories and Canada is drastically reduced in price for quantity use. Redesigned for greater efficiency, its uses are many for the radio advertiser, radio director, time buyer, station executive, station representative and all others engaged in the business of broadcasting.

The 1941 Radio Outline Map embodies these features: (1) 33 x 22 inches (2) shows locations of all radio stations by cities, county outlines and names, time zones, number of stations per city (3) includes 76 new 1940 station grants (4) printed on white ledger paper permitting use of ink (5) mailed flat, prepaid.

- **Single copies, 20c**
- **Ten or more copies, 15c each**
- **10% discount in quantities of 50 or over**

BROADCASTING

The Weekly Newsmagazine of Radio

Broadcast Advertising

National Press Bldg. • Washington, D. C.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station.* *D—Day.* *N—Night.* *ST—Shares Time.* *STN—Shares Time Night.* *SH—Specified Hours.* *SHN—Specified Hours Night.*
LS—Local Sunset. *L—Limited Time with Dominant Station.* *SA—Special Authorization.* *U—Unlimited.* *CP—Construction Permit issued.*

(Territories and Possessions)

(Data corrected to January 1, 1941)

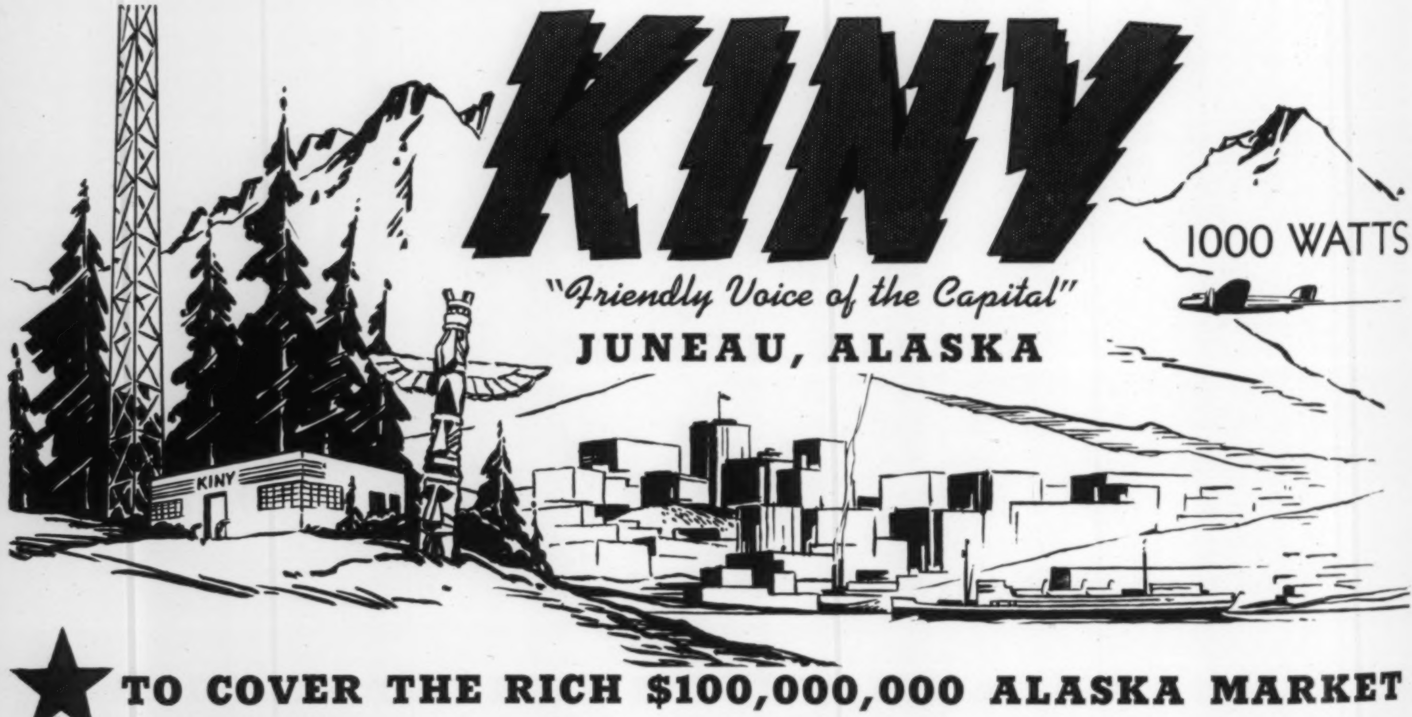
Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

ALASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANCHORAGE.......	KFQD	780 **790**	250 **IV**	Anchorage Radio Club Anchorage Black 143	....	R. E. McDonald William J. Wagner William J. Wagner	Kenneth Laughlin Jack Crawford William J. Wagner	Biddick
FAIRBANKS........	KFAR	610 **610**	1,000 **III-A**	Midnight Sun Bcstg. Co 508 Second Ave. East 380	....	Austin E. Lathrop Jack Winston Wilson K. Foster	Alvin O. Bramstedt Lincoln W. Miller Stanton D. Bennett	KFAR, Seattle
JUNEAU..	KINY	1430 **1460**	1,000 **III-A**	Edwin A. Kraft American Bldg., Seattle Seattle: Elliott 5488 Juneau: 197	....	Edwin A. Kraft C. B. Arnold Bud Cherrington	.... Vincent I. Kraft	McGilivra
KETCHIKAN........	KGBU	900 **930**	500 **III-B**	Alaska Radio & Service Co Ketchikan 311	MBS Don Lee	James A. Britton	....	Biddick

HAWAII

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HILO...............	KHBC	1200	250	Hawaiian Broadcasting System Ltd. Hilo	CBS MBS	J. Howard Worrall Al Green	....	Blair
HONOLULU........	KGMB	590	5,000	Hawaiian Broadcasting System Ltd. Box 581 2323	CBS MBS	J Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Eugene T. Goldrup	Blair
	KGU	750	2,500	Advertiser Publishing Co. Ltd. Honolulu	NBC	Lorrin P. Thurston	....	Katz
LIHUE.............	KTOH	1500	250-LS 100-N	Garden Isle Publishing Co. Ltd. Lihue, Kaukai 261-361	....	Charles J. Fern Deane Stewart William C. Parsons	William C. Parsons Clarence Ashman Robert Barrington John Laudermilch	Griffith



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Executive Offices:
AMERICAN BUILDING
SEATTLE, WASHINGTON

JOSEPH HERSHEY McGILLVRA, National Representatives
366 MADISON AVENUE, NEW YORK
919 NORTH MICHIGAN AVENUE, CHICAGO
627 MILLS BUILDING, SAN FRANCISCO, CAL.
(Duncan A. Scott Co.)
WESTERN PACIFIC BUILDING, LOS ANGELES

HAWAII

is in the USA!

▶ **423,332 Population—U. S. Census 1940**
94% of Hawaii's homes have Radios.

▶ **$120,000,000 worth of U. S. Mainland goods bought last year.**

KGMB 5000 w. 590 kc.

▶ is ALERT to the marketing problems of this growing Territory, and to the opportunities it affords National Advertisers

You need Hawaii's MOST POWERFUL station to cover ALL Hawaii!

HAWAIIAN BROADCASTING SYSTEM, LTD., HONOLULU, HAWAII
KGMB - Honolulu KHBC - Hilo

Affiliated with CBS and MBS
Represented by JOHN BLAIR & COMPANY

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Territories and Possessions)

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

PUERTO RICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MAYAGUEZ.........	WPRA	780 **790**	2,500-LS 1,000-N **III-A**	Puerto Rico Advertising Co. Inc. McKinley & Del Rio Sts. 269	....	Andres Camara Ralph Perez Perry Ralph Perez Perry	William Diaz Mendez .... Ralph Perez Perry	....
PONCE.............	WPAB	1340 **1370**	1,000 **III-A**	Portorican American Bcstg. Co. Inc. Ponce	....	Juan Luis Boscio	....	....
	WPRP	1480 **1520**	5,000-LS 1,000-N **II**	Julio M. Conesa Ponce	....	Julio M. Conesa	....	....
SAN JUAN..........	WKAQ	620 **620**	1,000 **III-A**	Radio Corp. of Porto Rico Box 3746 2014	CBS	H. H. Buttner John A. Zerbe Jose C. Irizarry	David A. Brown .... Angel P. Del Valle	....
	WNEL	1290 **1320**	2,500-LS 1,000-N **III-A**	Juna Piza Calle Salvador Brau No. 59 107	....	Juan Piza Edgar S. Belaval Agustin Camunas	Gustavo Diaz Gustavo Diaz William N. Greer	McGillvra

PHILIPPINE ISLANDS

City	Call Letters	Frequency in Kilocycles (Also Shortwave)	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CEBU CITY, CEBU...	KZRC	1200 6110	1,000 1,000	H. E. Heacock Co. Inc. Manila 2-41-86	NBC	S. F. Gaches Bertrand H. Silen H. Fenton	Mrs. Judge H. Fenton J. Esplanada	International
MANILA............	KZRH	710 9640	10,000 1,000	H. E. Heacock Co. Inc. Manila 2-41-86	NBC	S. F. Gaches Bertrand H. Silen Bertrand H. Silen	J. Harris Ted Wallace J. Guevara	International
	KZIB	900 6040	1,000 1,000	I. Beck Inc. Maritima Bldg. 2-32-43	....	I. Beck H. A. Naftaly H. A. Naftaly	Al Naftaly Al Naftaly Antonio Rodriguez	....
	KZRF	780 6140	1,000 1,000	Far Eastern Broadcasting Inc. Insular Life Tower 2-11-32	....	Amado Araneta F. Da Silva J. Vogel	R. Ortigas T. D. Sternberg F. Da Silva	....
	KZRM	618.5 9570	10,000 1,000	Far Eastern Broadcasting Inc. Insular Life Bldg. 2-11-32	....	Amado Araneta F. Da Silva J. Vogel	R. Ortigas T. D. Sternberg F. Da Silva	....

International Broadcasting Stations of the United States

Authorized by FCC as of January 1, 1941

(For list of Sponsors using Shortwave Stations during 1940, see page 311)

Call Letters	Licensee and Location	Frequencies in Mc.	Power in Watts
WCBX[1]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6.12, 6.17, 9.65 11.83, 15.27, 17.83, 21.57	10,000 CP-50,000
†WCRC[1]	Columbia Broadcasting System *Transmitter:* Brentwood, L. I.	6.06, 11.83, 15.27 17.83, 21.52	50,000
WLWO[2]	The Crosley Corp. *Transmitter:* Mason, O.	6.08, 9.59, 11.71, 15.25, 17.81, 21.65	50,000
KGEI[3]	General Electric Co. *Transmitter:* San Francisco	6.19, 9.53, 15.33	20,000 CP-50,000
WGEA[4]	General Electric Co. *Transmitter:* So. Schenectady, N. Y.	6.19, 9.55, 15.33, 21.50, 21.59	25,000 CP-50,000
WGEO[4]	General Electric Co. *Transmitter:* So. Schenectady, N. Y.	6.19, 9.53, 15.15, 15.33	100,000
WNBI[5]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6.10, 11.89, 21.63	35,000 CP-50,000
WRCA[5]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9.67, 17.78, 21.63	35,000 CP-50,000
WCAB[6]	WCAU Broadcasting Co. *Transmitter:* Newtown Sq., Pa.	6.06, 9.65, 11.83, 15.27, 21.52, 25.725	10,000
WBOS[7]	Westinghouse E. & M. Co. *Transmitter:* Hull, Mass.	6.14, 9.57, 11.87, 15.21, 17.78, 21.54	50,000
WRUL	World Wide Broadcasting Corp. *Transmitter:* Scituate, Mass.	6.04, 11.73, 11.79, 15.13, 15.35, 17.75, 21.46	20,000 CP-50,000
WRUW	World Wide Broadcasting Corp. *Transmitter:* Scituate, Mass.	11.73, 11.79, 15.13, 15.35, 17.75, 25.60	20,000 CP-50,000

† Construction permit.

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[1] Also licensee of WABC, New York City.
[2] Also licensee of WLW and WSAI, Cincinnati.
[3] Also licensee of KGO, San Francisco.
[4] Also licensee of WGY, Schenectady.
[5] Also licensee of WEAF and WJZ, New York City.
[6] Also licensee of WCAU, Philadelphia.
[7] Also licensee of WBZ-WBZA, Boston-Springfield.

Directory of

BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night LS—Operates to Local Sunset

(Data corrected to January 1, 1941)

Total Stations: 87

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

ALBERTA

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CALGARY	CFAC	930 **960**	1,000 **III-A**	South Western Publishers Ltd. Southam Bldg. Renfrew 1036	CBC	Harold R. Carson Victor F. Nielsen Fred R. Shaw	R. H. C. Straker John N. Hunt Earle C. Connor	All-Canada Weed
	CFCN	1030 **1010**	10,000 **I-A**	Voice of the Prairies Ltd. Toronto General Trusts Bldg. M-1161	....	H. G. Love H. G. Love E. H. McGuire	E. Maloney Bert Jones W. V. McLaughlin	Slatter McGillvra
	CJCJ	690 **1230**	100 **IV**	Albertan Publishing Co. Ltd. Renfrew Bldg. Main 9966	....	Gordon Bell J. E. Gerke J. E. Gerke	J. F. Horton .... S. Gilbert	Radio Centre
EDMONTON	CFRN	960 **1340**	100 **IV**	Sunwapta Broadcasting Co. Canadian Pacific Railways Bldg. 2-2101	....	H. F. Nielsen G. R. A. Rice G. R. A. Rice	S. S. Lancaster D. G. Hill F. Makenpeace	Slatter McGillvra
	CJCA	730 **630**	1,000 **III-A**	Northwestern Publishers Ltd. Birk's Bldg. 2-6131	CBC	Taylor & Pearson Bcstg. Co. Gordon S. Henry Walker Blake	Reo Thompson Walter Dales H. McMahon	All-Canada Weed
	*CKUA	580 **580**	500 **III-B**	University of Alberta University of Alberta 2-2131	....	University of Alberta Donald Cameron	Donald Cameron .... John Wardlaw Porteous	....
GRANDE PRAIRIE	CFGP	1310 **1340**	250 **IV**	Northern Broadcasting Corp. Ltd. Grande Prairie 153	......	C. L. Berry C. L. Berry C. L. Berry	Gordon Cummings C. L. Berry Bill Couch	All-Canada Weed
LETHBRIDGE	CJOC	1370 **1400**	100 **IV**	Lethbridge Broadcasting Ltd. Marquis Hotel 3872	CBC	W. W. Watson A. H. Nicholl R. J. Buss	C. A. Perry A. R. Lewis G. J. Gow	All-Canada Weed

BRITISH COLUMBIA

CHILLIWACK	CHWK	780 **1340**	100 **IV**	Chilliwack Broadcasting Co. Ltd. 16 Wellington Ave. 6106	....	C. Casey Wells C. Casey Wells Jack Pilling	.... Jack Pilling Jack Pilling	....
KAMLOOPS	CFJC	880 **910**	1,000 **III-A**	Review Publishing Co. 209 Victoria St. 1000	CBC	Ralph E. White A. D. R. Homersham A. D. R. Homersham	L. Irvine William McLeod Arthur G. Miller	All-Canada
KELOWNA	CKOV	630 **560**	1,000 **III-A**	Okanagan Broadcasters Ltd. Box 1515 200	CBC	James W. B. Browne James W. B. Browne Cecil G. Elphicke	Richard E. Misener Mary E. Royle James W. B. Browne	All-Canada Weed
NELSON	CKLN	1420 **1450**	100 **IV**	News Publishing Co. Ltd. 711 Radio Ave. 19	....	F. F. Payne Hume A. Lethbridge Hume A. Lethbridge	George B. Lunn .... Merion W. Brown	....
PRINCE RUPERT	CFPR	580 **1240**	50 **IV**	Felix E. Batt Box 848 863	....	Felix E. Batt C. H. Insulander S. J. Anderson	S. J. Anderson .... A. G. Bartlett	....
TRAIL	CJAT	910 **610**	1,000 **III-A**	Kootenay Broadcasting Co. 815 Victoria St. 737	CBC	B. A. Stimmel A. J. Balfour Norman Harrod	Charles Smith Norman Harrod Eric Aylen	All-Canada Weed
VANCOUVER	CBR	1100 **1130**	5,000 **I-B**	Canadian Broadcasting Corp. Hotel Vancouver Trinity 2511	CBC	CBC—Gladstone Murray I. Dilworth E. A. Weir	.... A. Staniforth	CBC
	CJOR	600 **600**	1,000 **III-A**	CJOR Ltd. 846 Howe St. Marine 6464	....	George C. Chandler George C. Chandler Don Laws	Wallie Peters Dorwin Baird H. B. Seabrook	McGillvra
	CKMO	1410 **1410**	100 **IV**	British Columbia Bcstg. System Ltd. 812 Robson St. Marine 1271	....	R. J. Sprott R. H. Wright Jack Short	R. H. Wright .... E. G. Rose	Radio Centre
	CKWX	950 **980**	1,000 **III-A**	Western Broadcasting Co. Ltd. 801 W. Georgia St. Marine 3344	....	Harold R. Carson F. M. Squires Reg M. Dagg	Norm Bottrell Reg M. Dagg E. Ross MacIntyre	All-Canada Weed
VICTORIA	CFCT	1450 **1480**	500 **III-B**	Victoria Broadcasting Assn. 620 View St. Garden 7572	....	George W. Deaville George W. Deaville J. Bell	A. L. Matheson George W. Deaville R. Hough	....

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

MANITOBA

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRANDON..........	CKX	1210 **1150**	1,000 **III-A**	Manitoba Telephone System Telephone Bldg. 9-2191	CBC	Man. Telephone System W. F. Seller John Craig	Eric Davies D. R. P. Coats E. H. Davies	McGillvra Stovin
FLIN FLON.........	CFAR	1370 **1400**	100 **IV**	Arctic Radio Corp. Ltd. 120 Main St. 290	....	Duke McLeod Duke McLeod Duke McLeod	Edward Farey Duke McLeod Ray Tate	Weed Stoven
WINNIPEG.........	CJRC	630 **610**	1,000 **III-A**	Transcanada Communications Ltd. Royal Alexandra Hotel 92-266	....	Victor Sifton Frank H. Elphicke P. H. Gayner	Ed Houston Norm Chamberlin Bert Hooper	All-Canada Weed Stoven
	CKY	910 **990**	15,000 **I-A**	Manitoba Telephone System Telephone Bldg. 92-191	CBC	Manitoba Telephone System W. H. Backhouse A. J. Messner	R. H. Roberts D. R. P. Coats W. A. Duffield	McGillvra
	CJGX	1430 **1460**	1,000 **III-A**	(See Yorkton, Sask.)				

NEW BRUNSWICK

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CAMPBELLTON.....	CKNB	1210 **1240**	100 **IV**	Dr. Charles H. Houde Chateau Restigouche 8	....	Dr. Charles H. Houde C. S. Chapman C. S. Chapman	C. S. Chapman C. S. Chapman L. P. Pacquet	....
FREDERICTON......	CFNB	550 **550**	1,000 **III-B**	James S. Neill & Sons Ltd. Queen St. 209	CBC	John Neill J. Stewart Neill J. Stewart Neill	Vera True J. Stewart Neill S. B. Cassidy	All-Canada Weed
MONCTON.........	CKCW	1370 **1400**	100 **IV**	Moncton Broadcasting Co. Ltd. K. of P. Bldg. 3388	CBC	J. L. Black F. A. Lynds F. A. Lynds	E. M. McCarron F. A. Lynds J. A. White	McGillvra
SACKVILLE.........	CBA	1050 **1070**	50,000 **I-B**	Canadian Broadcasting Corp. Nova Scotian Hotel Halifax, N. S.	CBC	CBC—Gladstone Murray George Young E. A. Weir	.... J. Carlisle	CBC
SAINT JOHN.......	CHSJ	1120 **1150**	1,000 **III-B**	New Brunswick Bcstg. Co. Ltd. 14 Church St. 3-2307	CBC	H. P. Robinson L. W. Bewick George A. Cromwell	L. deB. Holly George A. Cromwell J. G. Bishop	McGillvra

CHSJ
1000
Watts

Greater Coverage for Sponsors

(Formerly 100 Watts)

SERVING THE WEALTHY AND DENSELY POPULATED SOUTHERN AND CENTRAL NEW BRUNSWICK AND WESTERN AND CENTRAL NOVA SCOTIA.

NEW 1000 Watt Transmitter
NEW Blaw Knox Vertical Radiator
NEW Speech Input Equipment —
NEW Building for Studios and Offices

New Rates effective Sept. 1, 1940. For time available and rates, write Station Manager CHSJ, Saint John, N. B., Canada

Representatives—JOSEPH H. McGILLVRA, Montreal, Toronto, New York, Chicago, San Francisco, Los Angeles, Atlanta, Boston.

British Columbia's Best Buy

1000 WATTS ON 600 KC.

plus

Listener-loyalty that spells Results for our advertisers

makes

CJOR
in VANCOUVER

YOUR BEST BUY

Nat'l Rep.: Joseph Hershey McGillvra

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

NOVA SCOTIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HALIFAX...........	CHNS	930 **960**	1,000 **III-A**	Maritime Broadcasting Co. Ltd. Broadcasting House Bishop 8318	CBC	Andrew W. Robb William Coates Borrett John L. Redmond	F. Coates F Coates Arthur W. Greig	All-Canada Weed
	CJHC (Construction permit)	1290	1,000	Chronicle Co. Ltd. Halifax	....	F. B. McCurdy	....	....
SYDNEY............	CJCB	1240 **1270**	1,000 **III-A**	Eastern Broadcasters Ltd. Radio Bldg. 209	CBC	N. Nathanson N. Nathanson M. Grant	T. C. Robertson C. MacDougall Charles Atkinson	All-Canada Weed
YARMOUTH........	CJLS	1310 **1340**	100 **IV**	Laurie L. Smith Box 284 500	....	Laurie L. Smith Laurie L. Smith Laurie L. Sm.th	Richard R. Irvine Mrs. E. G. Drew L. L. Smith	Dominion

THE BUSIEST STATION IN THE MARITIMES

Located in the Heart of Nova Scotia Radio Population

Covers
Nova Scotia
Like the Sky

CHNS

Halifax, Nova Scotia

&

Its Short Wave Transmitter

CHNX

Has Largest
Close at Hand
Radio Audience

Representatives:

U.S.A.—Jos. Weed & Co., Madison Ave., New York City
CANADA—All Canada Radio Facilities, Montreal & Toronto

Studios & Offices

Lord Nelson Hotel
Halifax, Nova Scotia

DIRECTORY OF BROADCASTING STATIONS IN CANADA

***—Non-Commercial Stations.** **N—Night.** **LS—Operates to Local Sunset.**

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

ONTARIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRANTFORD........	CKPC	930 **1380**	100 **IV**	Telephone City Broadcast Ltd. 49 Colborne St. 625	....	Don Buchanan Evelyn M. Feely Evelyn M. Feely	Evelyn M. Feely .... Clayton Anguish	Alexander
CHATHAM.........	CFCO	630 **630**	100 **IV**	John Beardall Wm. Pitt Hotel 2626	....	John Beardall John Beardall John Beardall	.... Gordon D. Brook	....
COBALT............	CKMC	1210 **1240**	50 **IV**	R. L. McAdam Cobalt	....	R. L. McAdam R. L. McAdam R. L. McAdam	E. Winks .... R. L. McAdam	....
FORT WILLIAM.....	CKPR	580 **580**	1,000 **III-B**	Dougall Motor Co. Ltd. South May St. South 315	CBC	H. F. Dougall R. H. Parker J. Downes	R. H. Parker .... W. T. Ross	Slatter McGillvre Inland
HAMILTON.........	CHML	1010 **1310**	100 **IV**	Maple Leaf Radio Co. Ltd. 36 James St., S. 7-1539	....	A. C. Hardy Kenneth D. Soble Kenneth D. Soble	Norman Marshall F. P. Hardy George Crawford	....
	CKOC	1120 **1150**	1,000–LS 500–N **III-B**	Wentworth Radio Bcstg. Co. Ltd. Wentworth Bldg. 7-4484	....	H. R. Carson M. V. Chestnut W. T. Cranston	J. Lyman Potts K. A. Kelly L. Horton	All-Canada Weed
KENORA...........	CKCA	1420 **1450**	250–LS 100–N **IV**	Kenora Broadcasting Co. Kenricia Hotel 717 Blue	....	R. W. Starrat Gerald F. Bourke M. S. McLean	Gerald F. Bourke .... William McLellan	....
KINGSTON.........	CFRC	1510 **1490**	100 **IV**	Queen's University Whig Standard Bldg. 4144	CBC	Queen's University James Annand James Annand	James Annand .... Harold Stewart	Alexander
KIRKLAND LAKE...	CJKL	560 **560**	1,000 **III-B**	Northern Bcstg. & Publishing Ltd. Arcade Bldg. 27	CBC	Roy H. Thomson Jack Cooke Brian Shellon	J. Garson Jack Davidson E. Ryan	All-Canada Weed
KITCHENER........	CKCR	1510 **1490**	100 **IV**	K. & W. Broadcasting Co. Waterloo Trust Bldg. 4360	....	W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle	Gordon Schaus G. Liddle Ion Hartman	All-Canada Dominion Slatter
LONDON...........	CFPL	730 **1400**	100 **IV**	London Free Press Printing Co. Ltd. Free Press Bldg. Metcalf 5200	....	W. J. Blackburn Philip Morris Philip Morris	Philip Morris .... Lloyd York	McGillvra
NORTH BAY........	CFCH	930 **1230**	100 **IV**	Northern Bcstg. & Publishing Ltd. Capitol Bldg. 2400	CBC	Roy H. Thomson Clifford O. Pickrem C. O. Pickrem	Gordon Smith C. O. Pickrem Allan K. Taylor	All-Canada Weed
OTTAWA...........	CBO	880 **910**	1,000 **III-B**	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	CBC	CBC—Gladstone Murray Walter C. Anderson E. A. Weir	.... E. C. Stewart	CBC
	CKCO	1010 **1340**	100 **IV**	Dr. G. M. Geldert 272 Somerset St., W. 2-3611	....	Dr. G. M. Geldert Dr. G. M. Geldert Gerald Geldert	Rene Marier .... Ian Henderson	McGillvra
OWEN SOUND......	CFOS	1370 **1400**	100 **IV**	Grey & Bruce Bcstg. Co. Ltd. 904 Second Ave., W. 1940	....	Howard Fleming Ralph T. Snelgrove Ralph T. Snelgrove	Denys Ferry Frank Radcliffe Theodore Millen	McGillvra
PRESCOTT.........	CFLC	930 **1450**	100 **IV**	Radio Assn. of Prescott George St. 302	....	Radio Assn. of Prescott L. F. Knight L. F. Knight	.... L. F. Knight	McGillvra
ST. CATHARINES...	CKTB	1200 **1230**	100 **IV**	Silver Spire Bcstg. Station Ltd. St. Paul & Yates Sts. 3900	....	E. T. Sandell Paul Frost Paul Frost	J. B. Mitchell .... W. H. Allen	Dominion Slatter
SAULT STE. MARIE.	CJIC	1500 **1490**	100 **IV**	Hyland Broadcasting Co. Windsor Hotel 3500	....	J. G. Hyland J. G. Hyland J. G. Hyland	J. C. Whitby J. G. Hyland S. C. Cusack	Alexander
STRATFORD........	CJCS	1210 **1240**	50 **IV**	Central Broadcasting Co. Windsor Hotel 1675	....	.... S. E. Tapley S. E. Tapley	Charles Trethewey M. R. Dunseith James Camden	All-Canada Weed
SUDBURY..........	CKSO	780 **790**	1,000 **III-B**	Sudbury Daily Star Ltd. 21 Elgin St. 280	CBC	W. E. Mason W. J. Woodill W. J. Woodill	Howard Clark W. J. Woodill James McRae	All-Canada Weed
TIMMINS..........	CKGB	1440 **1470**	1,000 **III-B**	Northern Bcstg. & Publishing Ltd. Thomson Bldg. 500	CBC	Roy H. Thomson Jack Cooke Ralph Crotty	Fred Darling Ralph Crotty William Marks	All-Canada Weed
TORONTO..........	CBL	840 **740**	50,000 **I-A**	Canadian Broadcasting Corp. 805 Davenport Rd. Kenwood 9411	CBC NBC	CBC—Gladstone Murray J. R. Radford E. A. Weir	.... W. A. Shane	CBC
	*CBY	1420 **1450**	100 CP–1,000 **IV**	Canadian Broadcasting Corp. 805 Davenport Rd. Kenwood 9411	CBC NBC MBS	CBC—Gladstone Murray J. R. Radford	.... W. A. Reid	CBC
	CFRB	690 **860**	10,000 **I-A**	Rogers Radio Broadcasting Co. 37 Bloor St., W. Midway 3515	CBS	Harry Sedgwick Harry Sedgwick Lloyd Moore	Roy Locksley Albert E. Leary John Sharpe	All-Canada McGillvra
	CKCL	580 **580**	1,000 **III-B**	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	NBC	Henry S. Gooderham Albert E. Leary Ernest Miles	Maurice D. Rapkin .... E. O. Swan	McGillvra
WINDSOR..........	CKLW	1030 **800**	5,000 **II**	Western Ontario Bcstg. Co. Ltd. Guaranty Trust Bldg. 4-1155	MBS	Malcolm G. Campbell J. E. Campeau L. J. Dumahaut	John Gordon Frank Burke William J. Carter	McGillvra
WINGHAM.........	CKNX	1200 **1230**	100 **IV**	Ontario Farm Station Fields Bldg. 158	....	W. T. Cruickshank W. T. Cruickshank B. Howard Bedford	Harry J. Boyle R. G. Buckingham Scott C. Reid	Alexander

XUM

DIRECTORY OF BROADCASTING STATIONS IN CANADA

*—Non-Commercial Stations. N—Night. LS—Operates to Local Sunset.

(Data corrected to January 1, 1941)

Bold Face Figures Under Frequency and Power Headings Indicate Wave Length and Class Assignments Under Havana Treaty

PRINCE EDWARD ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTETOWN	CFCY	630 **630**	1,000 **III-A**	Island Radio Bcstg. Co. Ltd. Brace Bldg. 741	CBC	Lt. Col. Keith S. Rogers L. A. McDonald L. A McDonald	L. A. McDonald .... M. H. F. Young	All-Canada Weed
	CHCK	1310 **1340**	50 **IV**	Island Radio Bcstg. Co. Ltd. Brace Bldg. 741	....	Lt. Col. Keith S. Rogers L. A. McDonald L. A. McDonald	L. A. McDonald .... M. H. F. Young	....
SUMMERSIDE	CHGS	1450 **1480**	50 **IV**	R. T. Holman Ltd. 190 Water St. 134	....	H. T. Holman R. L. Mollison R. L. Mollison	R. L. Mollison .... W. Barrett	....

QUEBEC

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHICOUTIMI	CBJ	1120 **1240**	100 **IV**	Canadian Broadcasting Corp. Chicoutimi Saguenay-Quebec 155	CBC	CBC—Gladstone Murray Vilmond Fortin J. A. Dupont	.... J. E. Roberts	CBC
HULL	CKCH	1210 **1240**	100 **IV**	Hull Broadcasting Co. 98 George St., Ottawa, Ont. 3-4061	....	Romeo Query Marcel Pare George Bourassa	Marcel Pare George Bourassa J. L. Champagne	Dominion
MONTREAL	CBF	910 **690**	50,000 **I-A**	Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Goudrault J. A. Dupont	.... L. L'Allier	CBC
	CBM	960 **940**	5,000 **I-B**	Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Goudrault J. A. Dupont	.... R. A. Scantlebury	CBC
	CFCF	600 **600**	500 **III-B**	Canadian Marconi Co. 1231 St. Catherine St., W. Plateau 2577	NBC	A. H. Ginman James A. Shaw M. J. Humphreys	H. Hewetson Ernest H. Smith J. Gettenby	All-Canada Weed
	CHLP	1120 **1490**	100 **IV**	La Patrie Publishing Co. Ltd. Sun Life Bldg. Plateau 5225	....	P. R DuTremblay Marcel Lefebvre Marcel Lefebvre	Claude Sutton .... Fred H. Tambling	....
	CKAC	730 **900**	5,000 **II**	La Cie de Publication de La Presse 980 St. Catherine St., W. Marquette 3611	....	P. R. DuTremblay Phil Lalonde Phil Lalonde	Henri Letondal Andre Daveluy Leonard Spencer	McGillvra
NEW CARLISLE	CHNC	610 **610**	1,000 **III-A**	Gaspesian Radio Bcstg. Co. Ltd. New Carlisle 38	CBC	Dr. Charles Dumont Dr. Charles H. Houde Dr. Charles H. Houde	Viateur Bernard Viateur Bernard J. R. McGough	....
QUEBEC	CBV	950 **980**	1,000 **III-B**	Canadian Broadcasting Corp. Chateau Frontenac 5658	CBC	CBC—Gladstone Murray Aurele Seguin J. A. Dupont	.... Charles Frenette	CBC
	CHRC	580 **1400**	100 **IV**	CHRC Ltd. Victoria Hotel 2-8178	....	Emile Fontaine N. Thivierge J. A. Hardy	A. Pelletiere J. E. Beaudreau A. Nadeau	Dominion McGillvra
	CKCV	1310 **1340**	100 **IV**	CKCV Ltd. 142 St. John St. 2-1585	....	J. H. Baribeau Paul LePage Paul LePage	Jean Nel Paul LePage Paul Richard	....
RIMOUSKI	CJBR	1030 **1300**	1,000 **III-A**	J. A. Brillant 1 St. John St. 396	CBC	J. A. Brillant G. A. Lavoie G. A. Lavoie	P. E. Corbeil .... F. C. Doak	McGillvra
ROUYN	CKRN	1370 **1400**	250 **IV**	La Cie de Radiodiffusion Box 340 1400	....	La Cie de Radiodiffusion J. O. Tardif J. O. Tardif	John Hogue E. G. Archibald A. E. Crun.p	Stovin
STE. ANNE DE LA POCATIERE	CHGB	1200 **1230**	100 **IV**	G. T. Desjardins Ste. Anne de la Pocatiere 20	....	G. T. Desjardins G. T. Desjardins G. T. Desjardins	Laval Raymond G. H. Bouchard Adrian Dube	McGillvra
SHERBROOKE	CHLT	1210 **1240**	100 **IV**	La Tribune Ltd. Marquette St. 2071	....	Jacob Nicol Alphee Gauthier Alphee Gauthier	Jeanne Tremblay .... L. P. Bernier	Dominion
THREE RIVERS	CHLN	1420 **1450**	100 **IV**	Le Nouvelliste Ltd. Chateau De Blois 3004	....	Emile Jeane L. Trepanier L. Trepanier	.... E. Lacroix A. Baulac	Radio Centre
VAL D'OR	CKVD	1200 **1230**	100 **IV**	La Voix D'Abitibi Co. Ltd. Val D'Or 500	....	Paul Taschereau Dan Carr Dan Carr	Don Insley Dan Carr Ernie Mott	All-Canada Weed

SASKATCHEWAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Number	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MOOSE JAW	CHAB	1200 **1230**	250 **IV**	CHAB Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan L. A. Bourgeois	J. S. Boyling G. F. Walker A. E. Jacobson	All-Canada Weed
NORTH BATTLEFORD	CHNB (Construction permit)	1420	100	C. R. McIntosh North Battleford	....	C. R. McIntosh	....	....
PRINCE ALBERT	CKBI	1210 **1240**	250 **IV**	R. E. Price & L. E. Moffat Sanderson Block 3133	CBC	R. E. Price L. E. Moffat R. E. Price L. E. Moffat	W. R. Hart Gerald Prest L. E. Moffat	All-Canada Weed
REGINA	CJRM	950 **620**	1,000 **III-A**	Transcanada Communications Ltd. Saskatchewan Life Bldg. 8424	....	Victor Sifton Fred V. Scanlan Bruce M. Pirie	Don E. Wright .... A. W Hooper William McDonald	All-Canada McGillvra
	CKCK	1010 **980**	1,000 **III-A**	Leader-Post Ltd. Leader-Post Bldg. 8525	CBC	Victor Sifton Gerry Gaetz Al Smith	Lloyd Westmoreland Don MacMillan Ernie A. Strong	All-Canada Weed
SASKATOON	CFQC	600 **600**	1,000 **III-A**	A. A. Murphy & Sons Ltd. 216 First Ave., N. 7282	CBC	A. A. Murphy A. A. Murphy Vernon Dallin	Cy Cairns Murray Dyck S. Clifton	McGillvra Slatter
WATROUS	CBK	540 **540**	50,000 **I-A**	Canadian Broadcasting Corp. Manitoba Telephone System Bldg.	CBC	CBC—Gladstone Murray D. Claringbull E. A. Weir	.... R. D. Cahoon	CBC
YORKTON	CJGX	1430 **1460**	1,000 **III-A**	Yorkton Broadcasting Co. Ltd. 171 McDermot Ave., Winnipeg, Man. 324	....	Dawson Richardson A. L. Garside R. H. Elleker	B. Ogilvie C. F. Greene Art Mills	Slatter Inland McGillvra

Directory of

Transcription, Recording, Program Producing, Script and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined. For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".

(For Directory of Talent Agencies, see pages 201 and 202.)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
A. A. Recording Studio	New York City	3543 Broadway	Edgecombe 4-7600	Leslie C. Boyd	Recording service
ADL Recording Studios	Chicago, Ill.	4334 Kenmore Ave.	Wellington 3267	M. H. Craven	Recording service, production
Adradio Associates	New York City	11 W. 42nd St.	Longacre 5-7060	Fulton Dent	Production, scripts
Advertisers Recording Service Inc.	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Production, recording service
Aerogram Corp.	Hollywood, Cal. New York City	1611 Cosmo St. 171 Madison Ave.	Gladstone 4848 Murray Hill 4-4717	G. C. Bird Charles J. Basch, Jr.	Production, transcriptions, recording
Aircraft Recording Co.	Pittsburgh, Pa.	642 Smithfield St.	Grant 3467	E. C. Williams	Recording service
Air Features Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production
Alton Alexander	New York City	1270 Sixth Ave.	Columbus 5-1621	Alton Alexander	Production, scripts
Norman Alexandroff & Co.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 6762	Norman Alexandroff	Scripts
All-Canada Radio Facilities, Ltd.	Calgary, Alta. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Southam Bldg. Dominion Square Bldg. Victory Bldg. Royal Alexandra Hotel 541 W. Georgia St.	R-2021 Lancaster 6400 Elgin 2464 92-266 Trinity 1391	H. R. Carson Burt Hall G. F. Herbert P. H. Gayner J. E. Baldwin	Production, transcriptions
Allied Radio Associates Inc.	New York City	724 Fifth Ave.	Circle 6-5240	Paul Wimbish	Production
Allied Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Transcription processing, phonograph records, apparatus
American Foundation for the Blind	New York City	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	"Talking book" records and machines
American Institute of Food Products	New York City	75 West St.	Whitehall 4-7303	Robert A. Bories	Production
American-Jewish Broadcasting Co. Inc.	New York City	86 Chambers St.	Rector 2-5311	Maurice Rappel	Jewish programs
American Royal Productions	Oakland, Cal.	1622 Harrison St.	Higate 3738	L. J. Weakley	Production, recording
Armo Sound Recording Co.	St. Louis, Mo.	4940 Magnolia Ave.	Grand 3725	Robert G. Kennedy	Recording service
Artist's Recording Studios	Chicago, Ill.	4896 N. Ashland Ave.	Ravenswood 3087	E. W. Polzin	Recording service
Arthur H. Ashley	New York City	457 W. 57th St.	Columbus 5-1348	Arthur H. Ashley	Foreign language programs
Associated Broadcasting Co. Ltd.	Montreal, Que.	1010 St. Catherine St. W.	Belair 3325	M. Maxwell	Production, scripts, recording (French)
Associated Music Publishers Inc. (AMP Recording Studios Inc.)	New York City	151 W. 46th St.	Bryant 9-1247	Clinton M. Finney	Transcription library, production, recording, phonograph records
Associated Releases	Hollywood, Cal.	1125 N. Hudson Ave.	Hollywood 2686	Arthur Solomon	Production, scripts
Associated Transcriptions of Hollywood	Hollywood, Cal.	5636 Melrose Ave.	Hillside 4229	Harry F. Walstrum	Production, transcriptions, recording
Audio-Scriptions Inc.	New York City	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Transcriptions (Library of Voices), recording
Audisc Transcriptions	Utica, N. Y.	1202 Brinckerhoff Ave.	4-5250	Donald Gaffney	Recording service
Basch Radio Productions	New York City	171 Madison Ave.	Murray Hill 4-4718	Charles J. Basch, Jr.	Production, scripts, recording
Marcel Baulur	Montreal, Que.	1425 Dorchester St., W.	Lancaster 9572	Marcel Baulur	Scripts
Beck Recording Studios	Minneapolis, Minn.	1722 Hennepin Ave.	Atlantic 8901	Joseph H. Beck	Production, recording service
Bell Syndicate, Inc.	New York City	247 W. 43rd St.	Chickering 4-1690	Henry M. Snevily	Newspaper features adaptable to radio
Bennett-Downie Associates Inc.	Hollywood, Cal.	9167 Sunset Blvd.	Crestview 3710	J. B. Downie	Transcriptions, production, scripts
Better Bakers' Bureau	New York City	551 Fifth Ave.	Vanderbilt 6-3258	Mrs. M. I. White	Scripts for bakery programs
Walter Biddick Co. (Radio Programs Division)	Los Angeles, Cal. San Francisco, Cal.	Chamber of Commerce Bldg. Russ Bldg.	Richmond 6184 Sutter 5415	M. Thompson Myron Sparrow	Transcriptions, productions, scripts
Briggs Hoffman Features	St. Louis, Mo.	Pierce Bldg.	Main 5540	Edward Paro	Transcriptions, production
British Australian Programmes Pty. Ltd.	Sydney, N. S. W. Australia	60 Hunter St.	BW4111	George C. B. Matthews	Transcriptions, production, script; sales agency for export
Broadcast Producers of N. Y. Inc.	New York City	18 E. 49th St.	Eldorado 5-9300	George W. Dan Junas	Transcriptions, production
Broadcast Productions	Chicago, Ill.	25 E. Jackson Blvd.	Wabash 0711	John Stamford	Production, recording
Broadcasters Mutual Transcription Service	St. Louis, Mo.	818 S. Kingshighway	Franklin 2060	Charles E. Harrison	Recording service, production, scripts
Kenneth Burton	New York City	75 Bank St.	Watkins 9-8864	Kenneth Burton	Production, scripts
C. K. Recorders	Portland, Ore.	3814 S. E. 26th St.	East 4858	P. O. Clark	Recording service, production
Champion Recording Service	New York City	1600 Broadway	Columbus 5-4445	Omar Champion	Recording service, phonograph records
Bruce Chapman Co.	New York City	145 W. 41st St.	Wisconsin 7-2179	Bruce Chapman	Production
Cleveland B. Chase Inc.	New York City	424 Madison Ave.	Eldorado 5-1720	Cleveland B. Chase	Production
Robert Choquette	Montreal, Que.	660 St. Catherine St., W.	Plateau 5659	Robert Choquette	Scripts
Chicago Recording Studios Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	Robert W. Kittinger	Recording service, production, scripts
Chicago Tribune-New York News Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-1234	Arthur W. Crawford	Newspaper features adapatble to broadcasting
Christensen Recording Studios	Chicago, Ill.	306 S. Wabash Ave.	Wabash 7069	Carle A. Christensen	Recording service, production, scripts

[Continued on Page 186]

FOR EVERYTHING
IN RADIO RECORDING...
NBC is
your Answer!

READY-TO-BROADCAST LOCAL PROGRAMS?

NBC is your Answer! There are two outstanding NBC services available to radio stations for building audience-commanding local commercial and sustaining programs.

1. NBC Thesaurus. This "Treasure House of Recorded Programs" supplies a wide variety of fine musical material, recorded by popular, well-known artists and ensembles. Weekly continuity for 20 outstanding program series (70 programs a week).

2. NBC Syndicated Program Service. Expertly produced musical and dramatic shows including such established successes as "The Lone Ranger," "Betty and Bob," "Secret Agent K-7 Returns," "Hollywood Headliners," "Heart Throbs of the Hills," "Five-Minute Mysteries" and many more. All are programs that create and *hold* large audiences.

CUSTOM-BUILT PROGRAMS FOR "SPOTS"?

NBC is your Answer! NBC's "custom" recorded program service is *complete!* It covers writing, casting and production of shows, in addition to recording, processing, manufacturing and distribution of duplicate pressings.

NBC offers its splendid recording facilities—NBC Orthacoustic*—plus processing and manufacturing of pressings to agencies that prefer to handle their own program production. And for "Spot" and local advertisers, with their choice of any of 200 stations, NBC Thesaurus and Syndicated programs will do an outstanding sales job at remarkably low cost.

PROGRAM PLANNING HELP?

NBC is your Answer! NBC's assistance to advertising agencies in the planning of recorded programs includes studios, fine technical service, casting help and other services. The unmatched facilities of the "Program Center of Radio" are all yours when your show is recorded by NBC. Remember—NBC Orthacoustic gives you recorded programs that literally sound like live studio broadcasts!

AIR CHECKS?

NBC is your Answer! A great many radio artists have discovered that this excellent NBC service best fulfills their requirements for "off the line" or "off the air" recordings.

> Scores of advertisers and agencies—large and small—use all or part of NBC's complete radio-recording service. Let us demonstrate how this *outstanding* service fits your requirements.

* Registered Trade Mark.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY

A Radio Corporation of America Service

RCA Building, Radio City, New York • Merchandise Mart, Chicago
Trans-Lux Bldg., Washington, D. C. • Sunset and Vine, Hollywood

Directory of Transcription, Production and Related Services

[Continued from Page 184]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Arthur B. Church Productions	Kansas City, Mo. Chicago, Ill. New York City Hollywood, Cal.	Pickwick Hotel 400 Deming Place 485 Madison Ave. Columbia Square	Harrison 2650 Diversy 4400 Wickersham 2-2000 Hollywood 2484	Arthur Church George E. Halley Herbert Rosenthal Murray Brophy	Production, scripts, transcriptions, recording
Clark Phonograph Record Co. Inc.	Newark, N. J. Chicago, Ill.	216 High St. 221 No. La Salle St.	Humboldt 2-0880 Central 5275	George H. Clark	Transcription processing, phonograph records
Leslie Clucas	Chicago, Ill.	333 N. Michigan Ave.	Franklin 7100	Leslie Clucas	Production, scripts
Columbia Recording Corp. (Subsidiary of CBS)	New York City Hollywood, Cal. Chicago, Ill.	799 Seventh St. 6624 Romaine St. 410 N. Michigan Ave.	Circle 5-7300 Granite 4134 Whitehall 6000	William A. Schudt, Jr. Paul Crowley Girard D. Ellis	Phonograph records, transcriptions, recording
Russell C. Comer Advertising Co.	Kansas City, Mo.	101 W. 11th St.	Harrison 3694	Russell C. Comer	Transcriptions, production, recording
Commercial Broadcasting Services Ltd.	Toronto, Ont.	Hermant Bldg.	Elgin 3345	E. A. Byworth	Transcriptions, production, scripts, recording
Commercial Recording Co.	New York City	550 Fifth Ave.	Lackawanna 4-8615	Wally Gould	Production, recording service
The Compo Co. Ltd.	Montreal, Quebec	131 18th Ave.	Dexter 0905	H. S. Berliner	Processing acetate recordings, recording servic
Cornell-Blaine Radio Programs	New York City	9 St. Lukes Place	Walker 5-5591	Florence Cornell Gomme Alice Blaine Wolf	Production, scripts
Cornish School Recording Dept.	Seattle, Wash.	710 E. Roy St.	Capitol 1400	Donald MacLean	Production, recording
J. M. Covert & Associates	Chicago, Ill.	360 N. Michigan Ave.	State 3472	J. M. Covert	Transcriptions
Cruger Radio Productions	Hollywood, Cal.	5800 Carlton Way	Hollywood 9352	Paul Cruger	Production, scripts, recording
Czech Broadcasting Service	Chicago, Ill.	307 N. Michigan Ave.	State 9344	Adele J. Fiala	Production, scripts, recording (foreign languag
Thomas J. Deegan	New York City	590 Madison Ave.	Plaza 8-0989	Thomas J. Deegan	Production, scripts, recording
Walter P. Downs	Montreal, Quebec	2313 St. Catherines St. W.	Wellington 6966	Walter P. Downs	Production, recordings
D'Arcy Laboratories	Chicago, Ill.	410 S. Wabash St.	Webster 0914	E. W. D'Arcy	Recording service, transcriptions
Decca Records Inc.	New York City	50 W. 57th St.	Columbus 5-5662	C. D. MacKinnon	Phonograph records, transcriptions
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, recording
Alfred Dixon, Radio Features	New York City	424 Madison Ave.	Plaza 8-1246	Alfred Dixon	Production, scripts, recording
Draesemer Radio Productions	Los Angeles, Cal.	706 S. Detroit St.	Walnut 4528	M. I. Draesemer	Production, scripts
Earnshaw Radio Productions (Earnshaw-Young Inc.)	Los Angeles	1151 S. Broadway	Gladstone 2555	H. Lewis Earnshaw	Transcription serials
Eccles Disc Recordings	Hollywood, Cal.	6233 Hollywood Blvd.	Hillside 8351	C. R. Alford	Recording service (educational discs)
Electrical Sound Engineering Co.	Baltimore, Md.	5303 Kenilworth Ave.	Tuxedo 6006	Frank X. Green	Recording service
Electro Sound Products Inc.	Chicago, Ill.	228 S. Wabash Ave.	Harrison 1368	V. G. Giesel	Recording service
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording service
Empire Broadcasting Corp.	New York City	480 Lexington Ave.	Plaza 8-3360	Eugene L. Bresson	Production, transcriptions, recording
Exclusive Radio Features Ltd.	Toronto, Ont.	394 Bay St.	Elgin 4553	G. J. Carter	Production, transcriptions
Fadiman Associates Ltd.	New York City	1501 Broadway	Lackawanna 4-3544	Edwin Fadiman	Production
Features Artists Service	New York City	247 Park Ave.	Plaza 5-5044	Maurice Scopp	Production
Federal Transcribed Programs Inc.	New York City	101 Park Ave.	Caledonia 5-7530	A. Ralph Steinberg	Transcriptions, production recording (foreig language)
Marguerite Felber Adv. Agency	Hollywood, Cal.	1680 N. Vine St.	Granite 8367	Marguerite Felber	Production, scripts
Fidelity Recordings	Hollywood, Cal.	5968 Santa Monica Blvd.	Hillside 7333	Don Forbes	Recording, production
Film Associates	Dayton, Ohio	429 Ridgewood Drive	Walnut 4641	E. R. Arn, Jr.	Transcriptions, production, recording
Irving Fogel & Associates Inc.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Irving Fogel	Production
Forjoe & Co.	New York City	19 W. 44th St.	Vanderbilt 6-5080	Joseph Bloom	Foreign language programs
Fox Feature Syndicate Inc.	New York City	480 Lexington Ave.	Plaza 8-0100	V. S. Fox	Transcriptions, production
Frankay Recording Studios	New York City	153 W. 44th St.	Longacre 5-0242	Robert Scheuing	Recording service
Frontenac Broadcasting Co.	Toronto, Ont.	394 Bay St.	Elgin 4553	A. R. Robertson	Production, scripts
Furness-Beattie Radio Productions Co.	Washington, D. C.	712 11th St. N. W.	Republic 3385	O'Connor B. Woodward	Production, transcriptions, recording
General Broadcasting & Motion Pictures Inc.	Detroit Cleveland, O.	Buhl Bldg. Rockefeller Bldg.	Cherry 0400 Prospect 4900	Donald C. Jones Bob Haviland	Transcriptions, production, recording
Clark H. Getts Inc.	New York City	Waldorf-Astoria	Plaza 3-9005	J. Howard Andrews	Production
Graham Gladwin Productions	San Francisco, Cal.	742 Market St.	Sutter 4425	Graham Gladwin	Production, transcriptions, scripts, recording
Harry S. Goodman	New York City	19 E. 53rd St.	Wickersham 2-3338	Harry S. Goodman	Production, syndicated transcriptions, scripts
Lillian Gordoni Radio Productions	Chicago, Ill.	1258 S. Michigan Blvd.	Calumet 6700	Lillian Gordoni	Production, recording
Gordoni & Lee	Chicago, Ill. New York City Hollywood, Cal.	1258 S. Michigan Ave. 201 W. 49th St. 9172 Sunset Blvd.	Calumet 6700 Columbus 5-5139 Crestview 6-4058	Lillian Gordoni Juliet Heath Jonathan Smith	Production, scripts, recording
Grand Melville Co.	Hollywood, Cal. New York City	8782 Sunset Blvd. 220 W. 42nd St.	Crestview 6-6543 Wisconsin 7-9834	Clifford C. Beem George H. Callaghan	Production
Greek Radio Parade	New York City	616 Eighth Ave.	Pennsylvania 6-3759	Paul Prodromidis	Greek programs
Homer Griffith Radio Productions	Los Angeles, Cal. San Francisco, Cal.	6362 Hollywood Blvd. 681 Market St.	Granite 1726 Douglas 4475	Homer Griffith Gordon Heater	Production, transcriptions, scripts
Grombach Productions Inc.	New York City	113 W. 57th St.	Circle 6-6540	Chester H. Miller	Production, scripts
H. S. G. Advertising Agency Inc.	New York City	19 E. 53rd St.	Wickersham 2-3338	Harry S. Goodman	Production, transcriptions, scripts
Sam Hammer Radio Productions	New York City	2 W. 45th St.	Murray Hill 2-0174	Floyd Buckley	Production, recording service
Hansen Associates	New York City	420 Lexington Ave.	Murray Hill 4-9823	Robert R. Hansen	Production, scripts

[Continued on Page 188]

CLARK CRAFTSMANSHIP MEANS

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Directory of Transcription, Production and Related Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
R. T. Harris Advertising Agency Inc.	Salt Lake City, Utah	First Natl. Bank Bldg.	3-6175	R. T. Harris	Recording service
Harrison Recording Studios	New York City	1650 Broadway	Circle 5-8390	Harry Harrison	Recording service, production
Harvey & Howe Inc.	Chicago, Ill. New York City	919 N. Michigan Ave. 122 E. 42nd St.	Delaware 1155 Lexington 2-6910	W. S. Harvey, Jr. William F. Kulich	Production, scripts, recording
Heffelfinger Radio Features	New York City	522 Fifth Ave.	Vanderbilt 6-2450	C. H. Pearson	Scripts, production
George Heid Productions	Pittsburgh, Pa.	Century Bldg.	Grant 3696	Irma Heid	Production, scripts, recording
Hispano Broadcasting Co.	Los Angeles, Cal.	105 E. First St.	Michigan 4433	Tony Sein	Spanish programs
Hollywood Chatterbox Enterprises	Hollywood, Cal.	5513 Sunset Blvd.	Hillside 3097	Frank P. Robinson	Production, scripts
Hollywood Recording Co.	Hollywood, Cal.	5513 Sunset Blvd.	Hillside 3097	Frank Robinson Brown	Recording service, phonograph records
Hollywood Transcript Co.	Hollywood, Cal.	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brein	Production, scripts
Illinois Educational Sound Service	Chicago, Ill.	20 N. Wacker Drive	Randolph 3550	R. W. Damron	Recording service
Imperial Broadcasting Co.	Montreal, Que.	1434 St. Catherine St. W.	Plateau 5659	....	....
Intercontinental Audio Video Corp.	New York City	9 Rockefeller Plaza	Circle 7-4560	Winton L. Miller, Jr.	Recording service, production
International Artists Recording Studios Inc.	Hollywood, Cal.	1512 N. Gordon Ave.	Hollywood 7391	Dixon McCoy	Recording service
International Commercial Broadcasting Co.	Chicago, Ill.	3212 W. Roosevelt Rd.	Van Buren 6680	Max Sosewitz	Production
International Radio Productions (Transcription Div., International Radio Sales)	New York City	20 E. 57th St.	Plaza 8-2600	Loren L. Watson	Production, scripts, recording
Fred Jacky	Chicago, Ill.	520 N. Michigan Ave.	Delaware 3262	Fred Jacky	Production
Warren C. Jaynes Recording Service	Chicago, Ill.	154 E. Erie St.	Delaware 1171	Warren C. Jaynes	Recording service
Jewish Radio Zone Advertising Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	B. Waxelbaum	Jewish programs
G. F. Johnson Music Co.	Portland, Ore.	1022 S. W. Morrison St.	Beacon 8131	G. F. Johnson	Recording service
Archie Josephson Enterprises Inc.	Hollywood, Cal.	6313 Bryn Mawr Drive	Gladstone 6802	Archie Josephson	Transcriptions, production
Kasper-Gordon Studios Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Aaron S. Bloom Edwin H. Kasper	Production, scripts, syndicated transcriptions, recording
John Keating	Portland, Ore.	Studio Bldg.	Beacon 1009	John Keating	Production, recording, scripts
Keenan's Music Service	Bridgeport, Conn.	932 E. Main St.	5-9715	Eddie Keenan	Recording service
Walter Patrick Kelly	New York City	RKO Bldg.	10 Rockefeller Plaza	W. P. Kelly	Recording services, production, scripts
David Wayne Kennedy Industrial Adv. Productions	Los Angeles, Cal.	9817 Denker Ave.	Pleasant 1-2240	David W. Kennedy	Production, recording service
Kermit-Raymond Corp.	New York City	37 W. 57th St.	Eldorado 5-5511	Raymond Green	Transcriptions, production, scripts
James B. Keysor Co. Inc.	Salt Lake City, Utah	137 Motor Ave.	3-8938	James B. Keysor	Recording service, production
Keystone Broadcasting System	Hollywood, Cal.	8442 Hollywood Blvd.	....	M. McKinley Sillerman	Transcription network
King Features Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Stewart Hopkins	Newspaper features adaptable to broadcasting
King-Trendle Broadcasting Corp.	Detroit, Mich.	Stroh Bldg.	Cherry 8321	H. Allen Campbell	Production
Landau Broadcasting Service	New York City	270 Broadway	Rector 2-5341	Herman Younglied	Production, recording service
Langlois & Wentworth Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Transcriptions, production, non-ASCAP library
Lang-Worth Feature Programs Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	R. C. Wentworth	Transcription Library (public domain transcriptions, production, scripts)
Don Lee Productions	Hollywood, Cal.	5515 Melrose Ave.	Hollywood 8111	Clifford C. MacDonald	Recording service
Mort Lewis	New York City	39 Fifth Ave.	Gramercy 3-2465	Mort Lewis	Production, scripts
Lon-Ga-Tone Inc.	New York City	515 Madison Ave.	Plaza 3-5651	Clarence Venner	Sound-on-film recordings and apparatus
Phillips H. Lord Inc.	New York City	501 Madison Ave.	Wickersham 2-2211	John O. Ives	Production
C. P. MacGregor	Hollywood, Cal.	729 So. Western Ave.	Fitzroy 4191	C. P. MacGregor	Transcription library, transcriptions
Harry Martin Enterprises	Chicago, Ill.	527 Deming Place	Lincoln 5080	Harry Martin	Scripts
Masons United Advertisers Agency Ltd.	Toronto, Ont.	10 McCaul St.	Adelaide 2772	C. P. Mason	Production, scripts, recording
Masque Sound Recording Corp.	New York City	565 Fifth Ave.	Plaza 3-2195	H. J. Gluskin	Recording service
R. U. McIntosh & Associates Inc.	N. Hollywood, Cal.	10558 Camarillo St.	Sunset 2-9275	R. U. McIntosh	Transcriptions, production, scripts
Thomas H. McKnight	New York City	17 E. 49th St.	Eldorado 5-6110	Edith Meiser	Production, scripts
Alexander McQueen	Chicago, Ill.	185 E. Chestnut St.	Superior 9139	Alexander McQueen	Production, scripts
Fred C. Mertens & Associates	Hollywood, Cal.	Sixth & Western	Federal 0119	Fred C. Mertens	Transcriptions
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	Hermant Bldg.	Adelaide 0181	Kenneth D. Soble	Production
Meyers Recording Service	Philadelphia, Pa.	1414 McKean St.	Dewey 3435	Frederick A. Meyers	Recording service
Charles Michelson	New York City	67 W. 44th St.	Murray Hill 2-3376	Charles Michelson	Speedy-Q sound effects library
Michelson & Sternberg Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions for export
Miller Broadcasting System	New York City	113 W. 57th St.	Circle 6-0141	James A. Miller	Sound on film recording, transcriptions, production, scripts
Miller Bros.	Los Angeles, Cal.	445 S. La Cienega Blvd.	Bradshaw 2-1233	W. H. Miller Ross Miller	Recording service
Moonbeams Broadcasts Inc.	New York City	1440 Broadway	Longacre 5-8005	George H. Shackley	Production
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Production, transcriptions
Music City Recording Co.	Hollywood, Cal.	1501 N. Vine St.	Hillside 7185	Hugh J. Claudin	Recording service, phonograph records
Musicraft Records Inc.	New York City	242 W. 55th St.	Circle 7-0676	Paul Puner	Recording service, phonograph records

Directory of Transcription, Production and Related Services

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Mutual Booking Corp.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 2427	N. S. Caplow	Production
National Radio Advertising Agency	Hollywood, Cal.	1655 N. Cherokee Ave.	Hempstead 1551	D. D. Crawford	Production, transcriptions
National Broadcasters & Entertainers	Indianapolis, Ind.	Hotel Washington	Market 2541	Kay Keiser	Production, recording
National Recording Co.	New York City	1650 Broadway	Circle 7-2830	Ben Greene	Recording service, production
NBC Radio Features Division (NBC Affiliate)	New York City Chicago, Ill. Hollywood, Cal. San Francisco, Cal.	30 Rockefeller Plaza Merchandise Mart 1500 N. Vine St. 111 Sutter St.	Circle 7-8300 Superior 8300 Hollywood 6161 Sutter 1920	William Hillpot James Stirton Alex Robb Alex Haas	Transcriptions, productions, scripts
NBC Radio-Recording Division	New York City Chicago, Ill. Hollywood, Cal.	30 Rockefeller Plaza Merchandise Mart Sunset Blvd. & Vine St.	Circle 7-8300 Superior 8300 Hollywood 6161	C. Lloyd Egner, Mgr. Frank E. Chizzini Robert F. Schuetz	Transcription library (Thesaurus), production, scripts, recording
Eugene P. O'Fallon Inc.	Denver, Colo.	Albany Hotel	Keystone 0178	Gene O'Fallon	Recording service
Lilian Okun Inc.	New York City	15 Central Park West	Columbus 5-0060	Lilian Okun	Production, scripts
Pan American Broadcasting Co.	New York City	330 Madison Ave.	Murray Hill 2-0811	A. Alexander	Production, recording service
Jennie Parkinson School of Cookery & Household Arts	Albany, N. Y.	P. O. Box 603	2-7291	Jennie N. Parkinson	Production, scripts, recording
Parker-Piper Talent Productions	Chicago, Ill.	540 N. Michigan Ave.	Delaware 2277	Donna Parker Peter Piper	Production
Peterson Radio Productions	New York City	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Transcriptions, production, scripts (religious programs)
Photo & Sound Inc.	San Francisco, Cal.	111 O'Farrell St.	Exbrook 2103	Clay McDaniel	Recording service
Poinsettia Inc.	Pitman, N. J. Chicago, Ill. Louisville, Ky.	100 Cedar Ave. 4447 Irving Park Rd. 705 S. First St.	Pitman 511 Palisade 5610 Wabash 3773	F. L. Pedrick L. H. Ottofy George Neville	Recording and processing; supplies
Ralph L. Power (Australian Record Co.)	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions for export; sells Australian-produced transcriptions
Premier Radio Enterprises	St. Louis, Mo	Mart Bldg.	Garfield 3395	H. S. Somson	Recording service, production
George Logan Price Inc.	Los Angeles, Cal.	3902 W. Sixth St.	Exposition 1960	G. L. Price	Transcriptions, production, scripts
Press-Radio Features Inc.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 9333	Paul G. Weichelt	Recorded Programs
Radio Advertising Corp	New York City	9 E. 40th St.	Murray Hill 3-7865	C. Otis Rawalt	Production, scripts
Radio Arts Co.	Washington, D. C.	Connecticut & Calvert Sts.	Dupont 7237	Robert J. Coar	Production, scripts
Radio Attractions Inc.	New York City	1270 Sixth Ave.	Circle 7-4483	Howard N. Carnow	Syndicated transcriptions, production
Radio Events Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3487	Joseph M. Koehler	Production, scripts
Radio Features of America	New York City	37 W. 46th St.	Bryant 9-9622	Alma Sandra Munsell	Production, recording
Radio House Inc.	New York City	18 E. 50th St.	Eldorado 5-1860	Martha Jayne Rountree	Transcriptions, production, recording
Radio Merchandising Service	Chicago, Ill.	520 N. Michigan Ave.	Superior 4627	James A. Iago	Spot announcement
Radio Recording Studios	Chicago, Ill.	4701 N. Winchester Ave.	Edgewater 6461	Myron Bachman	Recording service
Radio Producers of Hollywood	Hollywood, Cal.	930 N. Western Ave.	Hollywood 6288	Lou R. Winston	Production, transcriptions
Radioscript Productions Co.	New York City	1775 Broadway	Circle 7-2849	Maury Ascher	Production, scripts
Radio Programme Producers	Montreal, Que.	1440 St. Catherine St. W.	Marquette 1184	Paul L'Anglais Ivan Tyler	Production, transcriptions, scripts
Radio Receiving Record Co.	Providence, R. I. San Diego, Cal.	304 Smith St. 2172 Front St.	Dexter 4081 Main 7552	Lewis A. McGowan, Jr. Eleanor Osborne	Recording service
Radio Recorders Inc.	Los Angeles, Cal.	932 N. Western Ave.	Hollywood 3917	J. Joseph Sameth	Recording service, production
Radio Transcription Co. of America Ltd.	Hollywood, Cal.	Cosmo St. & Hollywood Blvd.	Hollywood 3545	Andrew J. Schrade	Transcriptions, production
Radio Writers Laboratory	Lancaster, Pa.	51 So. Duke St.	2-1387	M. S. Miller	Scripts
RCA Mfg. Co. Inc. (RCA Victor Division, Recording Dept.)	Camden, N. J. New York City Chicago, Ill. Hollywood, Cal.	Front & Cooper Sts. 155 E. 24th St. 445 N. Lake Shore Dr. 1016 No. Sycamore Ave.	Camden 8000 Murray Hill 4-6200 Delaware 4774 Hillside 5171	Frank B. Walker George L. Keane A. E. Hindle J. E. Francis	Transcriptions, phonograph records, recording service
Ready-to-Air Service	New London, Conn.	P. O. Box 1057	2-2861	Robert Howell	Scripts
Rec-Art Studios	Los Angeles, Cal.	1203 S. Main St.	Prospect 9232	Al Nazareth	Recording service
Reeves Sound Studios Inc.	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	Transcriptions, recording service, production
Religious News Service	New York City	300 Fourth Ave.	Algonquin 4-9746	Louis Minsky	Syndicated religious news scripts
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording service, production
Rocke Productions Inc.	New York City	1270 Sixth Ave.	Circle 7-0162	Ben Rocke	Production
Norman Ross Inc.	Chicago, Ill.	605 N. Michigan Ave.	Superior 2168	Norman Ross	Production, scripts
Roth & Berdun	Detroit, Mich.	4464 Cass Ave.	Temple 1-2552	Charles Roth Cecil Berdun	Recording service
Royal Recording Co.	Berkeley, Cal.	KRE Bldg.	Ashberry 7715	Arthur Westlund	Recordings
Patrica Salter	New York City	128 W. 59th Ave.	Circle 6-9048	Patrica Salter	Production
Saltimieras Radio Advertisers	Chicago, Ill.	6912 S. Western Ave.	Prospect 4050	Paul B. Saltimieras	Transcriptions, production, scripts, recording (Lithuanian programs)
Samuel R. Sague & Co.	New York City	118 E. 40th St.	Caledonia 5-1000	S. R. Sague	Production, scripts
Schramm Studios	New Orleans, La.	4000 Canal St.	Galvez 5914	Joseph C. Schramm	Recording service
G. Schrimer Inc.	New York City	3 W. 43rd St.	Murray Hill 2-8100	Carl Engel	Recording service
Script Library	New York City	535 Fifth Ave.	Murray Hill 6-3487	Martin Lawrence	Scripts

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Directory of Transcription, Producing and Talent Services

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NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Service Programs Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3489	Gladys Miller	Production, scripts
Stephen Slesinger Inc.	New York City	247 Park Ave.	Eldorado 5-2545	Stephen Slesinger	Newspaper features adaptable for radio
Edward Sloman Productions	Hollywood, Cal.	8782 Sunset Blvd.	Crestview 1-2242	Sam Martin Kerner	Production, transcriptions
Harry Smith Recording Co.	New York City	2 W. 46th St.	Medalion 3-2996	Harry Smith	Recording service
J. Hall Smith Recording Studios	Detroit, Mich.	Madison Theatre Bldg.	Cherry 6550	J. H. Smith	Recording service, production
Sound Control	Des Moines, Ia.	547 44th St.	5-4826	Russell R. McBride	Production
Sound Recording Service	Rochester, N. Y. Syracuse, N. Y.	199 Brett Rd. 203 Nichols Ave.	Culver 5548 3-4578	George S. Driscoll Charles E. Just	Recording service
Sound Recording Studios Inc.	Dallas, Tex.	2016 Main St.	7-1636	Rex V. Lentz	Religious programs, recording service
Southern Radio Features	Dallas, Tex.	Texas Bank Bldg.	2-8292	A. M. Cohen	Radio cooking schools
Speak-O-Phone Recording & Equipment Co.	New York City	23 W. 60th St.	Columbus 5-1350	C. A. Austin	Recording service
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 S. Flower St.	Prospect 2035	Harry Gennett, Jr.	Recorded sound effects
Spot Film Productions	New York City	339 E. 48th St.	Plaza 5-0808	Clarence Schmidt	Sound-on-film recordings
Standard Radio Inc.	Hollywood, Cal. Chicago, Ill. New York City Dallas, Tex.	6404 Hollywood Blvd. 360 No. Michigan Ave. 29 W. 57th St. P. O. Box 933	Hillside 0188 State 3153 Circle 5-4895	Gerald King Milton M. Blink Robert McCullough Herbert Denny	Transcription library, transcriptions
Star Radio Programs Inc.	New York City	250 Park Ave.	Plaza 3-4991	Daniel C. Studin	Scripts
Star Record Co.	New York City	17 W. 60th St.	Circle 6-2799	Dorothy Vanston	Production, recording
Stow-A-Gram Productions	Canoga Park, Cal.	P. O. Box 151	....	....	Arthur W. Stowe Productions
Edwin Strong Inc.	New York City	71 W. 45th St.	Bryant 9-5758	Gordon Butler	Recording service
Irving Strouse	New York City	724 Fifth Ave.	Circle 6-5240	Irving S. Strouse	Production
Technisonic Recording Laboratories	St. Louis, Mo.	818 S. Kingshighway Blvd.	Franklin 2060	C. E. Harrison	Recording service
Time Abroad Inc.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. F. Brinckerhoff	Recording service, production, transcriptions
Transamerican Broadcasting & Television Corp.	New York City	1 East 54th St.	Plaza 5-9800	John L. Clark E. J. Rosenberg	Transcriptions, production
Transcribed Radio Shows Inc.	New York City	2 W. 47th St.	Longacre 5-3440	H. Walden	Recording service, scripts, production, transcriptions
Trans-Radio Advertising & Program Service	Sydney, N.S.W., Australia	67 York St.	B-2892	S. A. Maxwell	Transcriptions, production, scripts
Transtudio Corp.	Buffalo, N. Y.	473 Virginia St.	Cleveland 1160	James W. Gillis, Jr.	Recording service, production
Trutest Studios	San Francisco, Cal.	Kearney & Sutter Sts.	Sutter 6000	Jack Lehman Schnetzler	Recordings
Tullen Sound Recording Studio	Hartford, Conn.	31 Manchester St.	6-7481	David B. Tullen	Recording service
Twentieth Century Radio Productions	Hollywood, Cal.	6313 Bryn Mawr Drive	Gladstone 6802	Archie Josephson	Syndicated transcriptions
Ubaldo Guidi's Italian Radio Programs	Boston, Mass.	261 Hanover St.	Capitol 4035	Ubaldo Guidi	Italian programs, recording
United Artists Bureau	Des Moines, Ia.	905 Walnut St.	4-5553	R. B. Eaton	Recording service, production
United Broadcasting Co.	Chicago, Ill.	201 N. Wells St.	Andover 1685	Egmont Sonderling	Production, recording service
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Recording Co.	Chicago, Ill.	Merchandise Mart	Delaware 6364	Frederick Bond	Production, recording service
United States Recording Co.	Washington, D. C.	712 Eleventh St. N. W.	District 1640	Joseph Tait	Recording service
United Sound System	Detroit, Mich.	5840 Second Blvd.	Trinity 2-9384	James V. Siracuse	Recording service, scripts, production
United States Record Corp.	New York City	1780 Broadway	Circle 5-7190	Eli E. Oberstein	Phonograph records, transcriptions
Universal Radio Features	San Francisco, Cal.	200 Bush St.	Ordway 0659	R. F. Guggenheim	Production, recording scripts
Universal Radio Features Syndicate	Santa Ana, Cal. Los Angeles, Cal.	1119 Freeman St. 7th & Bixel	1881 Van Dyke 7111	Tom E. Dawson M. Finley	Production
Universal Radio Productions	Chicago, Ill.	820 N. Michigan Ave.	Superior 0380	R. E. Burke	Transcriptions, production, scripts
Universal Recording Co. Inc.	New York City	1270 Sixth Ave.	Circle 5-4895	Allen Best	Recording service, transcriptions
Thomas J. Valentino	New York City	729 Seventh Ave.	Bryant 9-5543	Thomas J. Valentino	Recording service, sound effects
Video & Sound Enterprises	Omaha, Neb.	1804 Dodge St.	Atlantic 4200	Franklin O. Pease	Recording service
Waxelbaum & Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	B. Waxelbaum	Jewish radio programs
WCAU Broadcasting Co.	Philadelphia, Pa.	1622 Chestnut St.	Locust 7700	Dr. Leon Levy	Recording service, production, scripts
Weiderhold Recording Studios	Louisville, Ky.	Abe C. Levi Bldg.	Jackson 1757	George Wiederhold	Production, recording service
Carl Wester & Co.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 6922	Carl W. Wester	Production
WFIL Broadcasting Co.	Philadelphia, Pa.	Widener Bldg.	Rittenhouse 6900	Roger W. Clipp	Recording service
WHN Transcription Service	New York City	1540 Broadway	Bryant 9-7800	Robert G. Patt	Recording service, production
Wilson, Powell & Hayward Inc.	New York City	444 Madison Ave.	Plaza 5-5480	James V. Peppe	Production
Wolf Associates Inc.	New York City Hollywood, Cal.	RKO Bldg. 6912 Hollywood Blvd.	Columbus 5-1621 Gladstone 0676	Edward Wolf L. Wolfe Gilbert	Production
WOR Electrical Transcription & Recording Service	New York City	1440 Broadway	Pennsylvania 6-8383	Ray S. Lyon	Recording service, production, transcriptions
World Broadcasting System Inc.	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C.	711 Fifth Ave. 301 E. Erie St. 1050 Howard St. 1000 N. Seward St. Wardman Park Hotel	Wickersham 2-2100 Superior 9114 Douglas 3310 Hollywood 6321 Columbia 2000	Percy L. Deutsch Read Wight C. C. Langevin P. W. Campbell Harold A. Lafount	Transcription library, transcriptions, production, scripts, talent
World High Fidelity Recording Inc.	Montreal, Que.	10 W. St. James St.	Harbour 5228	Aurele Boisvert	Recording service, film recording
Bernard Zisser Inc.	New York City	40 E. 49th St.	Eldorado 5-4227	Bernard Zisser	Production, scripts
Frederic W. Ziv Inc.	Cincinnati, O.	2436 Reading Rd.	University 6124	Frederic W. Ziv	Syndicated transcriptions, scripts, production

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

AMP—Associated Music Publishers
25 W. 45th St., New York City

LW—Lang-Worth Feature Programs Inc.
420 Madison Ave., New York City
(Affiliated with NAB Program Library)

MG—C. P. MacGregor
729 S. Western Ave., Los Angeles, Cal.

NBC—NBC Thesaurus
RCA Bldg., New York City

SR—Standard Radio Inc.
360 N. Michigan Ave., Chicago, Ill.
6404 Hollywood Blvd., Hollywood, Cal.

WBS—World Broadcasting System
711 Fifth Ave., New York City

(As reported to January 1, 1941, by Services; see pages 184-190 for complete list of transcription producers)

ALABAMA

City	Station	Service
Anniston	WHMA	NBC, WBS
Birmingham	WBRC	SR
Birmingham	WSGN	LW, NBC
Decatur	WMSL	WBS
Dothan	WAGF	SR
Huntsville	WBHP	NBC
Mobile	WALA	NBC
Mobile	WMOB	MG, WBS
Montgomery	WCOV	SR
Montgomery	WSFA	NBC
Opelika	WJHO	NBC
Selma	WHBB	AMP
Tuscaloosa	WJRD	WBS

ARIZONA

City	Station	Service
Phoenix	KPHO	AMP
Phoenix	KOY	LW, WBS
Phoenix	KTAR	LW, NBC, SR
Prescott	KYCA	NBC
Safford	KGLU	MG, SR
Tucson	KGAR	LW
Tucson	KTUC	WBS
Tucson	KVOA	NBC
Yuma	KYUM	NBC, SR

ARKANSAS

City	Station	Service
El Dorado	KELD	WBS
Fort Smith	KFPW	NBC, SR
Hot Springs	KTHS	SR
Hot Springs	KWFC	NBC
Little Rock	KARK	WBS
Little Rock	KGHI	MG, SR
Little Rock	KLRA	NBC
Pine Bluff	KOTN	MG
Siloam Springs	KUOA	LW, WBS

CALIFORNIA

City	Station	Service
Bakersfield	KERN	SR
Bakersfield	KPMC	LW, NBC, WBS
Berkeley	KRE	LW, SR
Beverly Hills	KMPC	LW, MG, NBC
Chico	KHSL	MG, SR
Eureka	KIEM	LW, MG, WBS
Fresno	KARM	SR
Fresno	KMJ	NBC
Long Beach	KFOX	LW, SR
Long Beach	KGER	SR, WBS
Los Angeles	KECA	LW, MG, SR
Los Angeles	KFI	LW, MG, SR
Los Angeles	KFVD	LW
Los Angeles	KFWB	AMP, LW
Los Angeles	KGFJ	AMP, SR
Los Angeles	KHJ	WBS
Los Angeles	KMTR	LW, SR
Los Angeles	KNX	AMP
Marysville	KMYC	MG, SR
Merced	KYOS	MG, SR
Monterey	KDON	NBC
Oakland	KLX	WBS
Oakland	KROW	LW, SR
Redding	KVCV	MG, SR
Sacramento	KFBK	NBC
Sacramento	KROY	SR
San Bernardino	KFXM	MG, SR
San Diego	KFSD	MG, NBC
San Diego	KGB	WBS
San Francisco	KFRC	WBS
San Francisco	KGO	NBC, SR
San Francisco	KJBS	LW, MG, SR
San Francisco	KPO	NBC, SR
San Francisco	KSAN	LW, MG
San Francisco	KSFO	LW, SR
San Francisco	KYA	AMP, SR
San Jose	KQW	MG, NBC, SR
San Luis Obispo	KVEC	SR
Santa Barbara	KDB	WBS
Santa Barbara	KTMS	NBC
Santa Rosa	KSRO	WBS
Stockton	KGDM	WBS
Stockton	KWG	SR
Visalia	KTKC	LW, MG, SR
Watsonville	KHUB	WBS

COLORADO

City	Station	Service
Alamosa	KGIW	SR
Colorado Springs	KVOR	LW, MG, NBC, SR
Denver	KFEL	LW, MG, SR, WBS
Denver	KLZ	AMP
Denver	KOA	NBC
Denver	KVOD	AMP, LW, MG, SR
Grand Junction	KFXJ	WBS
Greeley	KFKA	LW
La Junta	KOKO	SR
Lamar	KIDW	NBC
Pueblo	KGHF	WBS

CONNECTICUT

City	Station	Service
Bridgeport	WICC	AMP, SR
Hartford	WDRC	AMP
Hartford	WTHT	LW, SR
Hartford	WTIC	LW, WBS
New Britain	WNBC	AMP
New Haven	WELI	WBS
Waterbury	WBRY	NBC

DELAWARE

City	Station	Service
Wilmington	WDEL	LW
Wilmington	WILM	NBC

DISTRICT OF COLUMBIA

City	Station	Service
Washington	WINX	SR
Washington	WJSV	LW, WBS
Washington	WMAL	LW, NBC, SR
Washington	WOL	AMP, LW, SR
Washington	WRC	AMP, LW, SR, NBC
Washington	W3XO	AMP
Washington	W3XMC	SR

FLORIDA

City	Station	Service
Daytona Beach	WMFJ	AMP, LW
Fort Lauderdale	WFTL	AMP, SR
Fort Myers	WFTM	SR
Gainesville	WRUF	LW, WBS
Jacksonville	WJAX	NBC
Jacksonville	WJHP	WBS
Jacksonville	WMBR	SR
Miami	WIOD	AMP, NBC
Miami	WQAM	LW, WBS
Miami Beach	WKAT	AMP
Ocala	WTMC	SR
Orlando	WDBO	WBS
Orlando	WLOF	NBC
Panama City	WDLP	WBS
Pensacola	WCOA	SR
St. Petersburg	WSUN	AMP
St. Petersburg	WTSP	MG, WBS
Sarasota	WSPB	SR, WBS
Tallahassee	WTAL	LW
Tampa	WDAE	SR
Tampa	WFLA	NBC
West Palm Beach	WJNO	SR, WBS

GEORGIA

City	Station	Service
Albany	WGPC	LW, MG, WBS
Athens	WGAU	SR
Atlanta	WAGA	MG, NBC
Atlanta	WATL	LW, WBS
Atlanta	WGST	WBS
Atlanta	WSB	LW
Augusta	WGAC	AMP
Augusta	WRDW	NBC
Brunswick	WMOG	WBS
Columbus	WRBL	LW, WBS
Cordele	WMJM	SR
Dalton	WBLJ	SR
Griffin	WKEU	MG
Macon	WMAZ	LW, WBS
Macon	WBML	NBC
Moultrie	WMGA	NBC
Rome	WRGA	MG
Savannah	WSAV	AMP
Savannah	WTOC	LW, WBS
Valdosta	WGOV	WBS
Waycross	WAYX	WBS
West Point	WDAK	AMP

IDAHO

City	Station	Service
Boise	KIDO	MG, WBS
Idaho Falls	KID	SR
Lewiston	KRLC	LW, MG, WBS
Nampa	KFXD	LW, MG, NBC
Pocatello	KSEI	LW
Twin Falls	KTFI	LW, MG
Wallace	KWAL	NBC, SR

ILLINOIS

City	Station	Service
Aurora	WMRO	NBC, SR
Bloomington	WJBC	LW, SR
Champaign	WDWS	AMP
Chicago	WAAF	AMP, LW, SR
Chicago	WBBM	LW, AMP
Chicago	WCFL	SR
Chicago	WENR	NBC, SR
Chicago	WGN	AMP, WBS
Chicago	WJJD	LW, SR
Chicago	WLS	LW
Chicago	WMAQ	NBC, SR
Chicago	WSBC	AMP
Chicago	W9XZR	AMP, SR, WBS
Cicero	WHFC	NBC
Danville	WDAN	SR, WBS
Decatur	WSOY	SR, WBS
East St. Louis	WTMV	AMP
Galesburg	WGIL	SR

ILLINOIS (Continued)

City	Station	Service
Herrin	WJPF	WBS
Joliet	WCLS	AMP, SR
Peoria	WMBD	AMP, LW, SR
Quincy	WTAD	WBS
Rockford	WROK	SR
Rock Island	WHBF	LW, SR
Springfield	WCBS	WBS
Springfield	WTAX	AMP
Tuscola	WDZ	SR
Urbana	WILL	LW

INDIANA

City	Station	Service
Anderson	WHBU	NBC, SR
Elkhart	WTRC	SR, WBS
Evansville	WEOA	WBS
Evansville	WGBF	WBS
Fort Wayne	WGL	NBC
Fort Wayne	WOWO	MG, NBC
Gary	WIND	LW, SR
Hammond	WHIP	LW
Indianapolis	WFBM	AMP
Indianapolis	WIBC	NBC
Indianapolis	WIRE	LW, WBS
Muncie	WLBC	AMP
New Albany	WGRC	LW, SR
Richmond	WKBV	LW
South Bend	WFAM	AMP, SR
South Bend	WSBT	AMP, SR
Terre Haute	WBOW	LW, NBC, SR
West Lafayette	WBAA	SR
Vincennes	WAOV	WBS

IOWA

City	Station	Service
Ames	WOI	SR
Cedar Rapids	WMT	LW, WDS
Davenport	WOC	AMP, WBS
Des Moines	KRNT	LW, SR
Des Moines	KSO	LW, SR
Des Moines	WHO	LW, NBC
Dubuque	WKBB	AMP, NBC
Fort Dodge	KVFD	SR
Mason City	KGLO	LW, NBC
Shenandoah	KFNF	SR
Shenandoah	KMA	LW, WBS
Sioux City	KSCJ	MG
Sioux City	KTRI	AMP

KANSAS

City	Station	Service
Atchison	KVAK	MG
Coffeyville	KGGF	NBC
Dodge City	KGNO	SR
Emporia	KTSW	MG, SR
Garden City	KIUL	MG
Hutchinson	KWBG	SR
Kansas City	KCKN	LW, NBC, SR
Lawrence	WREN	NBC
Pittsburg	KOAM	MG
Salina	KSAL	LW, NBC
Topeka	WIBW	LW, SR
Wichita	KANS	NBC, SR
Wichita	KFBI	SR, WBS
Wichita	KFH	AMP, LW

KENTUCKY

City	Station	Service
Ashland	WCMI	SR
Bowling Green	WLBJ	NBC
Hopkinsville	WHOP	AMP, WBS
Lexington	WLAP	WBS
Louisville	WAVE	LW, NBC
Louisville	WHAS	AMP, LW
Louisville	WINN	MG, SR
Louisville	WGRC	LW, MG, SR
Owensboro	WOMI	NBC
Paducah	WPAD	AMP, MG, WBS

LOUISIANA

City	Station	Service
Alexandria	KALB	LW, SR
Baton Rouge	WJBO	WBS
Lafayette	KVOL	SR
Lake Charles	KPLC	SR
Monroe	KMLB	LW, NBC, SR
New Orleans	WDSU	AMP, MG
New Orleans	WJBW	MG
New Orleans	WNOE	SR
New Orleans	WSMB	NBC
New Orleans	WWL	SR
Shreveport	KRMD	SR
Shreveport	KTBS	NBC
Shreveport	KWKH	WBS

MAINE

City	Station	Service
Augusta	WRDO	AMP, LW
Bangor	WLBZ	WBS
Bangor	WABI	AMP
Lewiston	WCOU	MG, SR
Portland	WCSH	NBC
Portland	WGAN	SR

MARYLAND

City	Station	Service
Baltimore	WBAL	LW, WBS
Baltimore	WCAO	LW
Baltimore	WCBM	LW
Baltimore	WFBR	AMP
Cumberland	WTBO	NBC, WBS
Frederick	WFMD	WBS
Hagerstown	WJEJ	SR
Salisbury	WBOC	WBS

MASSACHUSETTS

City	Station	Service
Boston	WAAB	AMP, LW, SR
Boston	WBOS	NBC
Boston	WBZ	NBC, SR
Boston	WCOP	WBS
Boston	WEEI	LW, WBS
Boston	WHDH	AMP, LW, MG, SR
Boston	WMEX	LW
Boston	WNAC	AMP, SR
Boston	WORL	SR
Fall River	WSAR	LW, SR
Greenfield	WHAI	WBS
Lawrence	WLAW	NBC, SR, WBS
Lowell	WLLH	AMP, LW
New Bedford	WNBH	NBC
Pittsfield	WBRK	SR
Salem	WESX	AMP, WBS
Springfield	WBZA	NBC, SR
Springfield	WMAS	AMP, LW
Springfield	WSPR	SR
Worcester	WORC	NBC
Worcester	WTAG	LW, WBS
Yarmouth	WOCB	AMP

MICHIGAN

City	Station	Service
Battle Creek	WELL	AMP
Bay City	WBCM	AMP, NBC
Calumet	WHDF	LW, SR, WBS
Detroit	WJBK	AMP, SR
Detroit	W8XWJ	AMP
Detroit	WJR	SR, WBS
Detroit	WMBC	LW, SR
Detroit	WWJ	LW, SR
Detroit	WXYZ	AMP, NBC, SR
Flint	WFDF	NBC
Grand Rapids	WOOD-WASH	AMP
Grand Rapids	WLAV	SR
Ironwood	WJMS	AMP
Kalamazoo	WKZO	NBC
Lansing	WJIM	NBC
Lansing	WKAR	LW
Marquette	WDMJ	WBS
Muskegon	WKBZ	AMP, LW, WBS
Pontiac	WCAR	SR, NBC
Port Huron	WHLS	AMP
Saginaw	WSAM	SR
Sault Ste. Marie	WSOO	SR
Traverse City	WTCM	SR

MINNESOTA

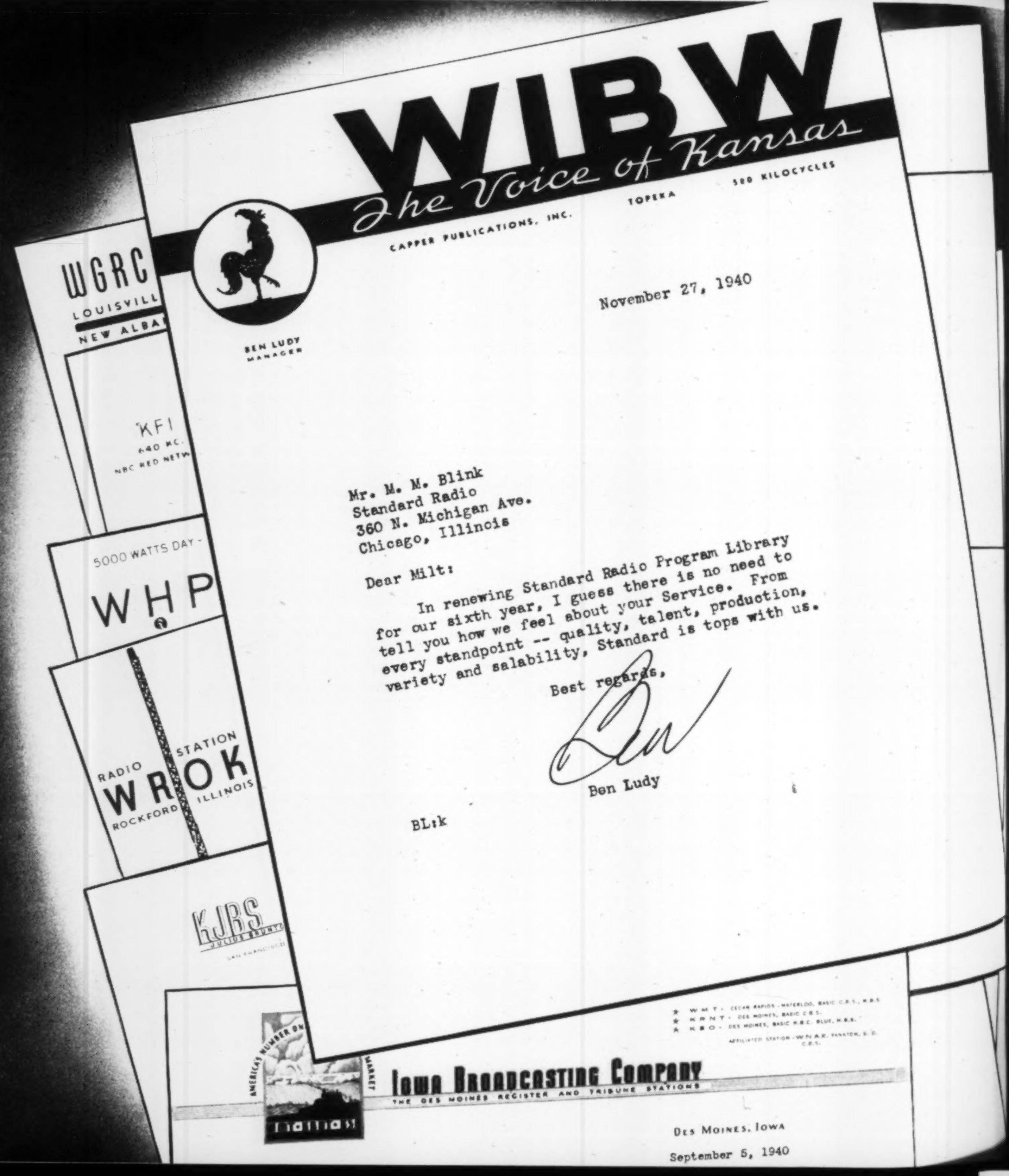
City	Station	Service
Albert Lea	KATE	MG, SR, WBS
Duluth	KDAL	LW
Duluth	WEBC	NBC
Mankato	KYSM	NBC
Minneapolis-St. Paul	KSTP	NBC, SR, WBS
Minneapolis-St. Paul	WCCO	LW
Minneapolis-St. Paul	WDGY	LW, SR
Minneapolis-St. Paul	WLOL	AMP
Minneapolis-St. Paul	WMIN	AMP, SR
Minneapolis-St. Paul	WTCN	AMP, LW
Moorhead	KVOX	WBS
Rochester	KROC	WBS
St. Cloud	KFAM	SR
Willmar	KWLM	WBS
Winona	KWNO	SR

MISSISSIPPI

City	Station	Service
Columbus	WCBI	SR
Greenville	WJPR	AMP
Greenwood	WGRM	AMP
Gulfport	WGCM	AMP
Jackson	WJDX	MG, NBC
Jackson	WSLI	SR
Laurel	WAML	WBS
McComb	WSKB	WBS
Vicksburg	WQBC	WBS

(Continued on page 194)

Leadership



WGRC
LOUISVILL
NEW ALBA

KFI
640 KC.
NBC RED NETW

5000 WATTS DAY -
WHP

RADIO STATION
WROK
ROCKFORD ILLINOIS

KJBS
JULIUS BRUNTO
SAN FRANCISCO

WIBW
The Voice of Kansas
CAPPER PUBLICATIONS, INC. TOPEKA 580 KILOCYCLES
BEN LUDY
MANAGER

November 27, 1940

Mr. M. M. Blink
Standard Radio
360 N. Michigan Ave.
Chicago, Illinois

Dear Milt:

In renewing Standard Radio Program Library for our sixth year, I guess there is no need to tell you how we feel about your Service. From every standpoint -- quality, talent, production, variety and salability, Standard is tops with us.

Best regards,

Ben

Ben Ludy

BL:k

★ W M T - CEDAR RAPIDS - WATERLOO, BASIC C.B.S., M.B.S.
★ K R N T - DES MOINES, BASIC C.B.S.
★ K S O - DES MOINES, BASIC N.B.C. BLUE, M.B.S.
AFFILIATED STATION - W N A X, YANKTON, S. D. C.B.S.

AMERICA'S NUMBER ONE MARKET

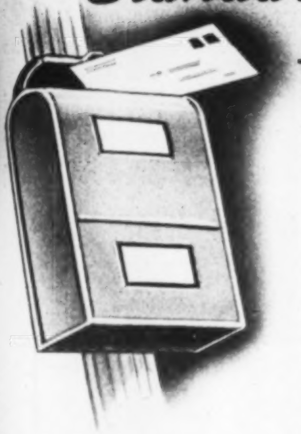
Iowa Broadcasting Company
THE DES MOINES REGISTER AND TRIBUNE STATIONS

DES MOINES, IOWA

September 5, 1940

in Library Service

...PROVED *by the* ACTUAL EXPERIENCES *of* *Standard Program Library Subscribers*



We find them in the morning mail . . . sincere expressions of satisfaction . . . letters which pay tribute to the showmanship, technical excellence, and above all, the salability of the Standard Radio Library Service. To you, these letters offer the assurance that your investment in the Standard Program Library will be well repaid; to us, they represent a welcome reward for the time and effort we have devoted to the building of our service.

- ***Commercial Attractiveness***

"Our latest breakdown of commercial programs shows that there are 42 quarter-hour commercials built principally around the Standard Library. As far as our regard and enthusiasm are concerned, these figures speak for themselves." CRAIG LAWRENCE, IOWA BROADCASTING CO., Des Moines, Iowa.

- ***Production Excellence***

"Your selection of talent has been extraordinary, and your assemblage of the various acts makes this the type of material which builds popularity for a radio station. Our listeners have been extremely complimentary in their praise for Standard." A. K. REDMOND, WHP, Harrisburg, Pa.

- ***Merchandising "Extras"***

"We want to compliment you on your SPOT-AD service. Your SPOT-ADS for Used Car Dealers, Furniture Stores and Retail Clothing Stores are interesting, effective and sell at a price that makes them salable in any market." WALTER KOESSLER, WROK, Rockford, Ill.

- ***Talent Superiority***

"Just concluded auditions to our sales force on outstanding units of your service, and they are highly enthusiastic over the unusual wealth of talent. These things stand out with Standard over other libraries: more new talent, more salable melodies, new releases that maintain interest, better production which makes Standard the easiest library to build own shows." STEVE CISLER, WGRC, Louisville.

- ***Technical Perfection***

"I think you will be interested in a sort of 'blindfold test' made among our people here at the studio a couple of weeks ago. Most of them were noticeably able to distinguish Standard Radio transcriptions from others. Comments were frequent as to the high quality of your recordings. You are doing a fine job." HARRISON HOLLIWAY, KFI, Los Angeles.

- ***Salability***

"Your 'Love Doctor' series of SPOT-ADS for JEWELRY STORES is a sure cure for the blues. We have just sold another series. Actually the investment was instrumental in selling $400 worth of station time." ED. P. FRANKLIN, KJBS, San Francisco.

Are Your Transcriptions Up to Standard?

293 Radio Stations Now Answer "*Yes!*"

Standard Radio

HOLLYWOOD **CHICAGO**

XUM

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

(Continued from page 191)

MISSOURI

City	Station	Service
Cape Girardeau	KFVS	LW, SR
Columbia	KFRU	LW, NBC
Jefferson City	KWOS	WBS
Joplin	WMBH	WBS
Kansas City	KCMO	AMP, LW
Kansas City	KITE	MG
Kansas City	KMBC	LW, WBS
Kansas City	W9XA	AMP
Kansas City	WDAF	LW
Kansas City	WHB	AMP
Poplar Bluff	KWOC	WBS
St. Joseph	KFEQ	NBC, SR
St. Louis	KMOX	AMP
St. Louis	KSD	NBC
St. Louis	KWK	WBS
St. Louis	KXOK	AMP, LW, SR
St. Louis	WEW	LW, SR
St. Louis	WIL	LW, MG, SR
St. Louis	KFUO	LW
Sedalia	KDRO	SR
Springfield	KGBX	NBC, SR
Springfield	KWTO	SR

MONTANA

City	Station	Service
Billings	KGHL	NBC, SR
Butte	KGIR	LW, MG
Great Falls	KFBB	LW, MG, SR
Kalispell	KGEZ	MG
Missoula	KGVO	LW
Wolf Point	KGCX	LW, MG, WBS

NEBRASKA

City	Station	Service
Fremont	KORN	SR
Grand Island	KMMJ	SR
Hastings	KHAS	WBS
Kearney	KGFW	SR
Lincoln	KFAB	WBS, SR
Lincoln	KFOR	MG, SR, WBS
Norfolk	WJAG	LW
North Platte	KGNF	LW, MG
Omaha	KOIL	MG, SR, WBS
Omaha	KOWH	SR
Omaha	WOW	LW, NBC
Scottsbluff	KGKY	NBC, SR

NEVADA

City	Station	Service
Las Vegas	KENO	NBC
Reno	KOH	WBS

NEW HAMPSHIRE

City	Station	Service
Keene	WKNE	AMP, LW
Laconia	WLNH	NBC
Manchester	WFEA	MG, NBC
Portsmouth	WHEB	MG, NBC

NEW JERSEY

City	Station	Service
Atlantic City	WBAB	NBC, WBS
Atlantic City	WFPG	AMP
Bridgeton	WSNJ	LW, MG
Camden	WCAM	SR
Jersey City	WAAT	NBC, SR
Jersey City	WHOM	LW
Trenton	WTNJ	LW, MG, SR

NEW MEXICO

City	Station	Service
Albuquerque	KGGM	MG, WBS
Albuquerque	KOB	NBC
Carlsbad	KLAH	NBC
Clovis	KICA	AMP
Hobbs	KWEW	SR
Roswell	KGFL	MG
Santa Fe	KVSF	WBS

NEW YORK

City	Station	Service
Albany	WABY	LW, SR
Albany	WOKO	LW, SR
Auburn	WMBO	SR
Binghamton	WNBF	LW, MG
Brooklyn	WLTH	MG
Buffalo	WBEN	LW, NBC
Buffalo	WBNY	LW, SR
Buffalo	WEBR	NBC, SR
Buffalo	WGR	AMP, WBS
Buffalo	WKBW	AMP, WBS
Elmira	WENY	WBS
Freeport	WGBB	NBC
Ithaca	WHCU	WBS
Jamestown	WJTN	AMP
Kingston	WKNY	MG, WBS
Newburgh	WGNY	WBS
New York	WABC	AMP
New York	WBNX	SR
New York	WEAF	NBC, SR
New York	WINS	LW, SR, WBS
New York	WJZ	NBC, SR
New York	WMCA	NBC
New York	WNEW	AMP
New York	WOR	WBS
New York	WOV	LW, SR
New York	WQXR	WBS
New York	WWRL	LW
Niagara Falls	WHLD	MG, SR
Ogdensburg	WSLB	NBC
Olean	WHDL	NBC, SR, WBS
Plattsburg	WMFF	SR

NEW YORK (Continued)

City	Station	Service
Poughkeepsie	WKIP	NBC
Rochester	WHAM	LW, WBS
Rochester	WHEC	AMP
Schenectady	WGY	SR, NBC
Schenectady	WGEA	NBC, SR
Schenectady	WGEO	NBC, SR, WBS
Syracuse	WFBL	WBS
Syracuse	WOLF	SR
Syracuse	WSYR	AMP, LW
Troy	WTRY	LW, WBS
Utica	WIBX	AMP
White Plains	WFAS	LW, WBS

NORTH CAROLINA

City	Station	Service
Asheville	WISE	SR
Asheville	WWNC	AMP, MG, WBS
Charlotte	WBT	LW
Charlotte	WSOC	NBC
Durham	WDNC	SR
Elizabeth City	WCNC	WBS
Fayetteville	WFNC	AMP
Gastonia	WGNC	MG, SR
Goldsboro	WGBR	WBS
Greensboro	WBIG	LW, SR, WBS
Greenville	WGTC	AMP, SR
Hickory	WHKY	NBC
High Point	WMFR	LW, MG
Raleigh	WPTF	LW, NBC
Raleigh	WRAL	AMP
Rocky Mount	WEED	WBS
Salisbury	WSTP	AMP
Wilmington	WMFD	NBC
Wilson	WGTM	AMP
Winston-Salem	WAIR	WBS
Winston-Salem	WSJS	LW, NBC

NORTH DAKOTA

City	Station	Service
Bismarck	KFYR	SR
Devils Lake	KDLR	WBS
Fargo	WDAY	NBC
Grand Forks	KFJM	LW
Jamestown	KRMC	WBS
Mandan	KGCU	MG
Minot	KLPM	WBS

OHIO

City	Station	Service
Akron	WAKR	NBC, SR
Akron	WJW	WBS
Ashtabula	WICA	AMP
Canton	WHBC	WBS
Cincinnati	WCKY	NBC
Cincinnati	WCPO	AMP, SR
Cincinnati	WKRC	MG, SR
Cincinnati	WSAI	AMP, LW, WBS
Cleveland	WCLE	LW
Cleveland	WGAR	WBS
Cleveland	WHK	LW
Cleveland	WTAM	NBC, SR
Columbus	WBNS	LW, WBS
Columbus	W8XVH	AMP, WBS
Columbus	WCOL	NBC
Columbus	WHKC	LW
Columbus	WOSU	LW
Dayton	WHIO	AMP
Dayton	WING	NBC
Lima	WLOK	LW, NBC
Mansfield	WMAN	NBC
Marion	WMRN	NBC
Portsmouth	WPAY	NBC
Springfield	WIZE	SR
Steubenville	WSTV	LW
Toledo	WSPD	LW, NBC
Toledo	WTOL	AMP, SR
Youngstown	WFMJ	LW, MG
Youngstown	WKBN	LW, WBS
Zanesville	WHIZ	LW, SR

OKLAHOMA

City	Station	Service
Ardmore	KVSO	NBC
Enid	KCRC	WBS
Muskogee	KBIX	WBS
Oklahoma City	KOCY	AMP, LW, MG, SR
Oklahoma City	KOMA	WBS
Oklahoma City	KTOK	LW, SR
Oklahoma City	WKY	MG, NBC, SR
Okmulgee	KHBG	NBC
Ponca City	WBBZ	SR
Tulsa	KOME	SR
Tulsa	KTUL	AMP
Tulsa	KVOO	LW, WBS

OREGON

City	Station	Service
Astoria	KAST	SR
Baker	KBKR	MG
Bend	KBND	NBC
The Dalles	KODL	MG
Eugene	KORE	MG
Grants Pass	KUIN	MG, WBS
Klamath Falls	KFJI	WBS
La Grande	KLBM	SR
Medford	KMED	NBC
Portland	KALE	AMP, LW
Portland	KEX	NBC
Portland	KGW	NBC
Portland	KOIN	AMP, LW, WBS
Portland	KXL	LW, MG, SR
Salem	KSLM	LW, MG

PENNSYLVANIA

City	Station	Service
Allentown	WSAN, WCBA	LW, WBS
Altoona	WFBG	WBS
Easton	WEST	LW, NBC
Erie	WLEU	WBS
Greensburg	WHJB	LW
Harrisburg	WHP	LW, SR
Harrisburg	WKBO	WBS
Hazleton	WAZL	LW, NBC
Johnstown	WJAC	LW, NBC, SR
Lancaster	WGAL	LW
New Castle	WKST	NBC
New Kensington	WKPA	LW
Philadelphia	KYW	NBC, SR
Philadelphia	WCAU	WBS
Philadelphia	WDAS	LW
Philadelphia	WFIL	AMP
Philadelphia	WIP	WBS
Philadelphia	WPEN	LW
Pittsburgh	KDKA	NBC, SR
Pittsburgh	KQV	SR
Pittsburgh	WCAE	WBS
Pittsburgh	WWSW	AMP, SR
Reading	WEEU	LW, MG, NBC, SR
Reading	WRAW	LW
Scranton	WARM	NBC
Scranton	WGBI	SR
Sharon	WPIC	AMP
Sunbury	WKOK	SR
Uniontown	WMBS	NBC, SR
Wilkes-Barre	WBAX	LW
Wilkes-Barre	WBRE	LW
Williamsport	WRAK	SR, WBS
York	WORK	LW, SR

RHODE ISLAND

City	Station	Service
Providence	WEAN	AMP, SR
Providence	WJAR	WBS
Providence	WPRO	NBC

SOUTH CAROLINA

City	Station	Service
Anderson	WAIM	LW, WBS
Charleston	WCSC	NBC
Charleston	WTMA	AMP
Columbia	WCOS	AMP
Columbia	WIS	NBC
Greenville	WFBC	MG, NBC
Greenville	WMRC	WBS
Spartanburg	WORD	SR
Spartanburg	WSPA	LW, WBS
Sumter	WFIG	WBS

SOUTH DAKOTA

City	Station	Service
Aberdeen	KABR	MG, NBC
Rapid City	KOBH	LW, MG
Sioux Falls	KSOO	NBC
Sioux Falls	KELO	SR
Yankton	WNAX	LW, SR

TENNESSEE

City	Station	Service
Bristol	WOPI	WBS
Chattanooga	WAPO	NBC
Chattanooga	WDEF	SR
Chattanooga	WDOD	AMP, LW, MG
Cookeville	WHUB	SR
Jackson	WTJS	WBS
Johnson City	WJHL	AMP
Kingsport	WKPT	WBS
Knoxville	WNOX	SR
Knoxville	WROL	MG, NBC
Memphis	WHBQ	LW, SR
Memphis	WMC	LW, MG, NBC
Memphis	WMPS	LW, SR
Memphis	WREC	LW, WBS
Nashville	WLAC	LW, MG, WBS
Nashville	WSIX	AMP, LW, MG, SR
Nashville	WSM	LW

TEXAS

City	Station	Service
Abilene	KRBC	SR
Amarillo	KFDA	SR
Amarillo	KGNC	LW, WBS
Austin	KNOW	LW, SR
Austin	KTBC	NBC
Beaumont	KFDM	NBC
Beaumont	KRIC	MG, WBS
Brownsville	KGFI	SR
Big Spring	KBST	SR
Corsicana	KAND	SR
Dallas	KRLD	SR
Dallas	WFAA	LW, NBC
El Paso	KROD	AMP
El Paso	KTSM	LW, MG, NBC, SR
Fort Worth	KFJZ	SR
Fort Worth	KGKO	NBC, WBS
Fort Worth	WBAP	LW, WBS
Galveston	KLUF	SR
Houston	KPRC	NBC
Houston	KTRH	WBS
Houston	KXYZ	LW
Huntsville	KSAM	SR
Longview	KFRO	LW, MG
Lubbock	KFYO	LW, MG, WBS
Lufkin	KRBA	SR
Midland	KRLH	MG, SR

TEXAS (Continued)

City	Station	Service
Palestine	KNET	SR
Pampa	KPDN	WBS
Paris	KPLT	SR
Port Arthur	KPAC	SR, WBS
San Angelo	KGKL	SR
San Antonio	KABC	SR
San Antonio	KONO	MG
San Antonio	KTSA	WBS
San Antonio	WOAI	LW, NBC
Sweetwater	KXOX	NBC
Temple	KTEM	MG
Texarkana	KCMC	SR
Tyler	KGKB	MG
Vernon	KVWC	SR
Victoria	KVIC	SR
Waco	WACO	SR
Weslaco	KRGV	WBS
Wichita Falls	KWFT	AMP, MG

UTAH

City	Station	Service
Cedar City	KSUB	MG
Logan	KVNU	SR
Price	KEUB	WBS
Provo	KOVO	NBC
Salt Lake City	KDYL	NBC, WBS
Salt Lake City	KSL	AMP, MG, SR
Salt Lake City	KUTA	SR

VERMONT

City	Station	Service
Burlington	WCAX	AMP, MG
Rutland	WSYB	LW
St. Albans	WQDM	LW
Waterbury	WDEV	NBC

VIRGINIA

City	Station	Service
Charlottesville	WCHV	AMP, LW
Danville	WBTM	MG, NBC, SR
Harrisonburg	WSVA	WBS
Lynchburg	WLVA	AMP, LW, MG, NBC
Newport News	WGH	LW, SR
Norfolk	WTAR	LW, SR
Richmond	WMBG	MG, NBC
Richmond	WRNL	AMP, LW
Richmond	WRVA	LW, WBS
Roanoke	WDBJ	WBS
Roanoke	WSLS	NBC
Suffolk	WLPM	NBC

WASHINGTON

City	Station	Service
Aberdeen	KXRO	WBS
Bellingham	KVOS	LW, MG
Centralia	KELA	LW
Longview	KWLK	MG, SR
Seattle	KEVR	SR
Seattle	KIRO	SR, WBS
Seattle	KJR	NBC
Seattle	KOL	LW, MG, SR
Seattle	KOMO	NBC
Seattle	KRSC	AMP, LW, MG
Spokane	KFIO	LW, MG
Spokane	KFPY	LW, SR
Spokane	KGA	LW
Tacoma	KMO	LW, MG
Tacoma	KVI	MG
Vancouver	KVAN	SR
Walla Walla	KUJ	LW, MG, WBS
Wenatchee	KPQ	WBS
Yakima	KIT	LW

WEST VIRGINIA

City	Station	Service
Beckley	WJLS	AMP, NBC
Bluefield	WHIS	LW, WBS
Charleston	WCHS	WBS
Charleston	WGKV	AMP
Clarksburg	WBLK	WBS
Fairmont	WMMN	LW, SR
Huntington	WSAZ	LW, NBC
Logan	WLOG	SR
Morgantown	WAJR	WBS
Parkersburg	WPAR	WBS
Welch	WBRW	AMP
Wheeling	WWVA	LW, NBC
Williamson	WBTH	SR

WISCONSIN

City	Station	Service
Appleton	WHBY	SR, WBS
Ashland	WATW	SR
Eau Claire	WEAU	MG, WBS
Fond du Lac	KFIZ	SR
Green Bay	WTAQ	WBS
Janesville	WCLO	NBC, SR
La Crosse	WKBH	SR, WBS
Madison	WIBA	NBC, WBS
Marinette	WMAM	AMP, MG
Milwaukee	W9XAO	WBS
Milwaukee	WISN	LW, SR, WBS
Milwaukee	WTMJ	AMP, LW, NBC, SR
Poynette	WIBU	SR
Racine	WRJN	LW, MG
Rice Lake	WJMC	SR
Sheboygan	WHBL	SR
Stevens Point	WLBL	SR
Superior	WDSM	LW
Superior	W9XYH	AMP
Wausau	WSAU	AMP, MG, WBS
Wisconsin Rapids	WFHR	SR

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

City	Station	Service
	WYOMING	
Casper	KDFN	LW
Cheyenne	KFBC	WBS
Cheyenne	KYAN	SR
Rock Springs	KVRS	MG
Sheridan	KWYO	MG, SR
	ALASKA	
Fairbanks	KFAR	MG, NBC
Juneau	KINY	LW, MG
	HAWAII	
Hilo	KHBC	MG, WBS
Honolulu	KGMB	AMP, MG, WBS
Honolulu	KGU	LW, NBC
Lihue	KTOH	SR
	PUERTO RICO	
San Juan	WKAQ	AMP
San Juan	WNEL	LW
	PANAMA	
Colon	HP5K	NBC
Colon	HP5O	NBC
	PHILIPPINE ISLANDS	
Manila	KZIB	LW
Manila	KZEG	NBC
Manila	KZRH	NBC
Manila	KZRM	NBC

Canadian

City	Station	Service
	ALBERTA	
Calgary	CFAC	NBC, WBS
Calgary	CFCN	LW, MG, SR
Calgary	CJCJ	LW
Edmonton	CFRN	LW
Edmonton	CJCA	NBC, WBS
Lethbridge	CJOC	NBC
	BRITISH COLUMBIA	
Kamloops	CFJC	SR
Kelowna	CKOV	NBC
Nelson	CKLN	SR
Trail	CJAT	NBC
Vancouver	CJOR	NBC
Vancouver	CKMO	MG
Vancouver	CKWX	WBS
	MANITOBA	
Flin Flon	CFAR	WBS
Winnipeg	CJRC	LW, WBS
Winnipeg	CKY	NBC
	NEW BRUNSWICK	
Fredericton	CFNB	NBC
Moncton	CKCW	WBS
Saint John	CHSJ	WBS
	NOVA SCOTIA	
Halifax	CHNS	LW, NBC
Sydney	CJCB	NBC
Yarmouth	CJLS	LW
	ONTARIO	
Brantford	CKPC	WBS
Fort William-Port Arthur	CKPR	NBC
Hamilton	CHML	SR
Hamilton	CKOC	NBC, WBS
Kenora	CKCA	WBS
Kingston	CFRC	SR
Kirkland Lake	CJKL	NBC
London	CFPL	NBC
North Bay	CFCH	NBC
Ottawa	CBO	WBS
Ottawa	CKCO	AMP, LW
Owen Sound	CFOS	WBS
Prescott	CFLC	LW
Sudbury	CKSO	NBC, WBS
Timmins	CKGB	NBC
Toronto	CFRB	LW, NBC
Toronto	CKCL	WBS
Windsor	CKLW	LW, WBS
	PRINCE EDWARD ISLAND	
Charlottetown	CFCY	LW, SR
	QUEBEC	
Hull	CKCH	NBC
Montreal	CFCF	NBC
Montreal	CHLP	SR
Montreal	CKAC	LW, WBS
Quebec	CHRC	LW
Quebec	CKCV	WBS
Sherbrooke	CHLT	SR
Three Rivers	CHLN	WBS
Val d'Or	CKVD	NBC

City	Station	Service
	SASKATCHEWAN	
Moose Jaw	CHAB	LW
Prince Albert	CKBI	WBS
Regina	CJRM	LW, WBS
Regina	CKCK	MG, NBC, SR
Saskatoon	CFQC	NBC, SR
Yorkton	CJGX	WBS
	NEWFOUNDLAND	
St. John's	VOCM	NBC
St. John's	VONF	AMP, SR

AMP LIBRARY, FOREIGN

3AW,	Melbourne, Australia
2GZ,	Orange, Australia
2UE,	Sydney, Australia
2UW,	Sydney, Australia
HJCS,	Bogota, Colombia
YV5RP,	Caracas, Venezuela
YV5RQ,	Caracas, Venezuela

SR LIBRARY, FOREIGN

3UZ,	Melbourne, Australia
XEW,	Mexico City, Mexico

South African Broadcasting Corp.
Durban Capetown
Johannesburg

LW LIBRARY, FOREIGN

XEAW,	Reynosa, Mexico
XEPN,	Piedras Negras, Mexico
XERA,	Villa Acuna, Mexico
KZIB,	Manila, P. I.
KZHE,	Manila, P. I.
PRE4,	Sao Paulo, Brazil
LR5,	Buenos Aires, Argentina
LT8,	Rosario, Argentina
HJ1ABP,	Cartagena, Colombia
HJ4ABB,	Manizales, Colombia
HJ6ABC,	Ibaque, Colombia
TGX,	Guatemala City, Guatemala
HP5J,	Panama City, Panama
HP5A,	Panama City, Panama
YV5RB,	Caracas, Venezuela
OAX4C,	Lima, Peru
1ZB,	Auckland, New Zealand
3ZB,	Christchurch, New Zealand
4ZB,	Dunedin, New Zealand
4YZ,	Invercargill, New Zealand
2YH,	Napier, New Zealand
2YN,	Nelson, New Zealand
2ZB,	Wellington, New Zealand
Radio Feature,	Wellington, New Zealand
5AD,	Adelaide, Australia
4BK,	Brisbane, Australia
3DB,	Melbourne, Australia
2CH,	Sydney, Australia
4AK,	Oakley, Australia

LW LIBRARY, FOREIGN (Continued)

5PI,	Crystal Brook, Australia
5MU,	Murray Bridge, Australia
5SE,	Mount Gambier, Australia
7EX,	Launceston, Australia
7HT,	Hobart, Australia
3LK,	Lubeck, Australia

NBC THESAURUS, FOREIGN

6ML,	Perth, Australia
3DB,	Melbourne, Australia
2CH,	Sydney, Australia
VP3BG,	Georgetown, British Guiana
HJCF,	Bogota, Colombia
TGW,	Guatemala City, Guatemala
XEW,	Mexico City, Mexico
5R,	Berne, Switzerland
YV5RS,	Caracas, Venezuela

Amalgamated Wireless, Ltd., Australia
Amalgamated Wireless, New Zealand
Auckland, New Zealand
Christchurch, New Zealand
Dunedin, New Zealand
Wellington (2), New Zealand
Capetown, South Africa
Durban, South Africa
Johannesburg, South Africa

WBS LIBRARY, FOREIGN

5DN,	Adelaide, Australia
4BC,	Brisbane, Australia
3KZ,	Melbourne, Australia
6PR,	Perth, Australia
2GB,	Sydney, Australia
2KO,	Newcastle, Australia
XEW,	Mexico City, Mexico
YV5RA,	Caracas, Venezuela
YV5RN,	Caracas, Venezuela

South African Broadcasting Corp.
Capetown Grahamstown
Durban Johannesburg

LANG-WORTH IS GOING PLACES . .

with *Name* **DANCE BANDS**

The man with the best mousetrap has nothing on Lang-Worth.

Telegrams . . . phone calls . . . special messengers . . . everybody wants our new Columbia recordings by the nation's most popular dance bands.

We're going places!

C'mon along.

LANG-WORTH FEATURE PROGRAMS, INC.

Producers of NAB • Lang-Worth Music Service

420 MADISON AVENUE NEW YORK CITY

Success Stories: The Effective Use of Radio

Summary-Index of Articles on Radio Selling and Merchandising

Published in BROADCASTING, 1938-40 Inclusive, with Dates of Publication

Automotive

SELLING RADIO TO USED CAR DEALERS. *By Lew Trenner*, WCHS, Charleston, W. Va. Jan. 15, 1938, p. 24. How radio can be utilized to sell used cars.

CHRYSLER MOVING USED CARS BY AIR. May 15, 1938, p. 11. Chrysler Corp. spends better part of $500,000 for radio spots to move used cars just prior to the appearance of new models. Campaign augmented by local dealers doing advertising on their own.

RECREATING BASEBALL GAMES DRAWS SALESROOM MOBS AND SELLS AUTOS. *By Frank Bull*, Smith & Bull Advertising, Los Angeles. Sept. 1, 1938, p. 30. Beverly Hills auto dealer broadcasts big league baseball games over KMPC from salesroom, recreating them from Western Union ticker and inviting public to attend. Gets prospect list and increases actual sales.

EVERYBODY WINS IN PORTLAND. Nov. 15, 1939, p. 32. Weekly quiz show broadcast over KOIN, Portland, from the showroom of sponsor, while moving used cars, has as its main purpose the promotion of good-will between buyer and company.

AMERICA MEETS THE CHAMPION VIA DISCS. *By Paul Brines.* Dec. 1, 1939, p. 19. Millions learn of Studebaker cars while dealers learn about radio as an advertising medium as Studebaker Co. completes 10 years on the air with a five months campaign using transcriptions over 77 stations.

WHO STARTED THIS QUIZ BUSINESS. *By Fred Baker*, Baker, Cameron, Soby & Penfield, Hartford. April 1, 1940, p. 32. Jack, the Tire Expert, General Tire distributor of Hartford, claims to have the granddad of all quiz programs, having started in 1928. Some have disputed the claim, but none deny that Jack's success in the tire business is due almost entirely to radio.

SELLING USED CARS BY RADIO. *By Ivar F. Wallin, Jr.*, president, Ivar F. Wallin, Jr. & Staff, Los Angeles. Oct. 1, 1940, p. 67. Coast firm, refusing at first to consider radio as a medium for moving its used cars, now has become the largest used car dealer on the Pacific Coast, thanks to a successful experiment with radio. Now using 21½ hours every week.

CAB BUSINESS. Dec. 15, 1940, p. 42. After a trial of two months using spots on four of Washington's stations to familiarize patrons with their phone number, Yellow Cab "call" business increased over 230% and the company immediately arranged for a long-term contract calling for a greater monthly expenditure for radio.

Clothing, Furnishings And Leather Goods

BROADCASTS BY ADAM HAT BRING BOOST IN BUSINESS. March 1, 1938, p. 30. Expansion of Adam Hat outlets from 400 to 600 stores credited largely to company's fight broadcasts.

CENTRAL SHOE CO. SERIES IS SUCCESS BEFORE TAKING AIR. April 1, 1938, p. 24. Here's a case where the cart came before the horse. A wide-scale promotion drive was under way long before the radio program started: handouts, theatre party for the children, placards, newspaper spreads. When Central Shoe Co., Kansas City, did come on the air over WHB, its audience was already established.

A BIG STORE USES RADIO DRAMATICALLY. *By Edward C. Stodel*, president, Stodel Advertising Company, Los Angeles. July 1, 1939, p. 94. Eastern Columbia Stores of Los Angeles, long a holdout against use of radio because its newspaper ads brought desired results, reluctantly agreed to give radio a trial only if it brought immediate results. A program to broadcast news from the store window using KEHE was planned by its agency. The fact that it has recently signed a long term contract speaks for itself.

OFF THE BEATEN PATH SACHS SUCCESS. *By Paul Brines.* Jan. 15, 1940, p. 26. When a store 10 miles from Chicago's Loop can spend $1,500 weekly on a 50 kw. station, business must be good. A little store back in 1934 started an *Amateur Hour* over WENR; today that store has grown to a modernistic three-story building, known the city over. It's the store radio built.

RADIO'S SHOEPRINTS ON SANDS OF TIME. *By J. B. Kiefer*, vice president and treasurer, Pacific Market Builders, Los Angeles. Sept. 1, 1940, p. 34. Pacific Coast's largest chain of independent shoe stores, already firmly established, was another reluctant venturer into the radio field and, after two years, sings radio's praises. Theirs is a news program but directed toward class preference, with occasional institutional talks, children's angles, and the like.

HOW PROFESSOR PUZZLEWIT SELLS SHOES. *By Hassel W. Smith*, manager, San Francisco office, Long Advertising Service. Sept. 1, 1940, p. 34. Coast shoe chain's quiz program ranks fourth in Coast listener preference following four of the biggest national programs. Idea is a running continuity interspersed with questions rather than question-answer type. Ever since the program's inception in 1937, shoe sales have been rising.

Department Stores

RETAIL ADVANTAGES OF RADIO OUTLINED. Feb. 15, 1938, p. 52. What radio can do for the retailer: Subject discussed before meeting of the sales promotion division of the National Retail Dry Goods Assn., in New York.

SUCCESS WITH SEARS-ROEBUCK. April 1, 1938, p. 48. Yiddish program of newscasts, sponsored by Sears Roebuck of Philadelphia over WDAS, finishes successful first year.

A DEPARTMENT STORE'S HOUR. April 1, 1938, p. 77. Seattle department store gets excellent results on program of music and news over KRSC, featuring daily specials directed primarily to women buyers.

DEPARTMENT STORE EXTENDS CUSTOMER AREA BY PROGRAMS. *By H. Kenneth Taylor*, vice-president, John Taylor Goods Co., Kansas City. June 1, 1938, p. 26. Four years on radio adds new customers from 122 additional counties for Kansas City company using KMBC. Series features a personal service shopper with dramatic background.

DEPARTMENT STORE USES NOVELTIES IN COOKERY PROGRAM. April 1, 1939, p. 84. Cooking school sponsored by Syracuse department store over WSYR so successful that a similar school started for its Rochester store over WHEC.

DEPARTMENT STORE'S SUCCESS. *By William R. Duchane*, advertising manager, W. D. Hardy Co., Mukegon, Mich. April 1, 1939, p. 84. Department store executive tells of success using different types of program and offers a common success formula for them all.

SIX YEARS WITH THE KIDDIES. July 1, 1939, p. 196. Hazleton, Pa., store completes sixth year of sponsorship of juvenile program over WAZL. Finds many calls for specials announced over the air, while its juvenile clothing department has become the largest in the city.

WHEN DEPARTMENT STORES USE RADIO. By J. P. Heverly. Sept. 1, 1939, p. 40. Article discusses department store uses of radio in all its phases. Points out in general that special programs should be used for each section of the store to induce sales and good-will.

DEPARTMENT STORES RENEW. Oct. 15, 1939, p. 34. Sales manager of KSTP, St. Paul, outlines policy for selling department stores.

RADIO SELLS LUXURY ITEMS. Dec. 1, 1939, p. 22. Radio's ability to sell high-priced merchandise proven when Syracuse firm, using WFBL, shows increase of 60% in Oriental rug sales over a period of one year.

TROPHY FOR CHILDREN'S SERIES. Dec. 15, 1939, p. 28. Higbee Co. of Cleveland, using WHK, after only two months on the air, wins *Cleveland Plain Dealer* 1939 radio poll trophy for sponsoring the year's most popular children's program, *Pinnochio.*

RADIO ENDORSED BY DEPARTMENT STORES. Feb. 1, 1940, p. 20. Hows and whys of radio as an advertising medium for department stores analyzed by "board of experts" before NRDGA, from questions submitted by retailers from all parts of the country.

A RADIO FORMULA FOR DEPARTMENT STORES. *By Joseph Creamer* and *John P. Nell.* Aug. 1, 1940, p. 48. Comprehensive study of radio and the department store analyzes the reasons for failure in the use of radio by some stores and offers them a formula for the successful use of the air waves as an advertising medium.

TALENT FOUNDATION AT WMC. Aug. 15, 1940, p. 104. Program sponsored by Sears - Roebuck over WMC, Memphis, auditions young singers and gives them a chance to appear on the air; has discovered many talented youngsters who sing alone or in groups.

SHERMAN, CLAY'S 'QUESTION AIR'. Nov. 15, 1940, p. 46. Program formula for department stores devised by KROW, Oakland, Cal., includes special promotion backed by the advertising department of the department store.

Drugs and Toilet Goods

FROM CELLAR TO COUNTER WITH MASON'S. *By Jack Part*, advertising manager, Mason Remedies Ltd. Jan. 15, 1938, p. 38. In the space of three short years "Mason's 49," a cough remedy, rose from a Canadian basement to the counters of both Canada and the United States, primarily through broadcast advertising.

THE MINUTES OF MINIT-RUB'S DEBUT. *By Joseph M. Allen*, advertising manager, Bristol-Myers. Sept. 1, 1938, p. 22. Bristol-Myers had a new product, a counter-irritant, decided to move it by radio alone. Result: Sales boomed from 0 to 2,800 dozen tubes a month in little over a year.

THEY LISTEN IN THE MORNING. *By George Schneider*, radio director, Gerst Adv. Agency, Cleveland. Sept. 1. 1938, p. 54. Ohio's largest drug chain tried something new: A prize contest on a 7 a. m. program. Winners were those who were first to phone in the correct answers to a mystery tune. Prizes were gone after two minutes, and over 500 people called in. They're still doing it.

SALES SUCCESS OF CHAIN DRUG STORES. *By Walter J. Neff*, president, Neff-Rogow Inc., Advertising, New York. Aug. 15. 1939, p. 18. Liggett Drug chain found Phil Cook's *Morning Almanac* brought results plus. No store in the New York area showed in the red after it started using radio. Items mentioned only once sold from three to ten times the normal amount.

PEOPLES STORES GO TO THE PEOPLE. *By A. L. Merrill*, radio advertising manager. Peoples Drug Stores Inc., Washington. D. C. Aug. 15, 1939. p. 18. Peoples has made a very unique use of radio. In its largest Washington store, it has its own studio whence many nation-wide broadcasts have originated, celebrities interviewed, and recordings played. All day, loudspeakers in the store rebroadcast the best programs of the hour. The public have come to know station "PDS" and associate it with all Peoples Drug Stores. In other cities Peoples has used local stations with great satisfaction.

ALKA-SELTZER TAKES THE AIR. *By Walter A. Wade*, Wade Adv. Agency, Chicago. Sept. 1, 1939. p. 58. Miles Laboratories, Elkhart, Ind., thought it had a good product to sell. The best way to let the nation know of it was via the radio. Today, a product never heard of in 1931 has become a household word.

AWAKENING BOSTON'S DRUGGISTS. *By J. Bain Thompson*, Division of Drug Merchandising, WEEI, Boston. Oct. 15, 1939, p. 30. Boston's druggists were reluctant at first to use radio. After some persuasion, they went on the air with *Your Neighborhood Druggist Calling* and not only have they seen intangible results in the good-will created, but tangibly in the general increase in sales.

RADIO PROMOTION PROVIDES AID TO RETAIL DRUGGISTS. Nov. 1, 1939, p. 28. Methods by which radio can cooperate with druggists to promote products.

CAMPANA'S TEN SUCCESSFUL RADIO YEARS. *By Paul Brines*, Jan. 1, 1940, p. 20. Ten years of radio advertising have done much for Campana. Its market has increased, its sales have soared to undreamed of heights; but more than that, radio sales helped build its ultra modern all-glass factory at Batavia, Ill.

COAST DRUGGISTS TURNING TO SPOT. May 1, 1940, p. 22. The diffidence with which drug chains viewed radio has almost entirely disappeared as evidenced by Pacific Coast chains who are becoming increasingly larger users of the medium for their advertising.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Survey shows that retail grocers and druggists in Kansas regard radio as the most effective national advertising medium for their products.

LISTENERS FOUND BUYERS OF GOODS PROMOTED ON AIR. Aug. 15, 1940, p. 66. Telephone survey, using Winchell's Jergens program as guinea pig, finds that listeners definitely buy products they hear advertised on the air, and the more they listen the more they buy.

CUNNINGHAM TURNS TO RADIO. *By Ivan Frankel*, radio director, Simons-Michelson Co., Detroit. Oct. 15, 1940, p. 82. Cunningham Drug Co., Inc., Michigan drug chain, using 124 5-minute newscasts every week, becomes a household word and increases its ten million dollar annual sales over 8%.

SUCCESS SECRETS OF COLONIAL DAMES. *By Grace Glasser*, president, Glasser-Gailey & Co., Los Angeles. Dec. 15, 1940, p. 22. Success of Pacific Coast cosmetic firm's program heard over seven-station CBS-Pacific network proves that network shows can be inexpensive and unpretentious yet hold as large an audience as the larger national shows on same hookup.

Financial & Insurance

A DETROIT BANK'S PRONOUNCED SUCCESS. *By R. M. Meisel*, advertising manager. Industrial Morris Plan Bank. Detroit. Feb. 15, 1938, p. 30. A $10 bill in one bank has as much value as $10 in another bank—it's the extra plus of service that make the difference. To advertise its "plus of service," Morris Plan Bank of Detroit, pioneered a series of educational programs which clicked. Now maintains full time radio director.

BANK'S BUSINESS. March 15, 1938, p. 53. Weekly series devoted exclusively to business news, sponsored by Central National Bank & Trust Co., Des Moines.

WHEN BANKS TURN TO RADIO. July 15, 1938, p. 32. Chicago bank advertising manager gives reasons why banks should use radio freely, with his formula for successful use of the medium.

RADIO PAYS, BANK DISCOVERS. Jan. 15, 1939, p. 24. When a bank's resources grow from two million to over 11 million in 13 years, and that bank has been a radio user over those 13 years, there must be some correlation between the two facts. Greater Louisville First Federal Savings & Loan Assn. gives radio all the credit for its progress.

PROGRAM AT DAWN IS SUCCESSFUL FOR CINCINNATI BANK. March 1, 1939, p. 76. Fifth Third Union Trust Co., of Cincinnati, using WKRC in a 7 to 7:30 a. m. program, advertised personal loan department to working people before they left for work. Fifteen calls at lunch hour day after the first broadcast proved program a success.

XUM

Q—SHOULD BANKS USE RADIO? March 1, 1939, p. 76. Yes, says Fort Wayne bank, as quiz program, successful, is sponsored 39 weeks, and checking and savings departments increase in volume.

INSURANCE SERIES WILL GO NATIONAL. Apr. 1, 1939, p. 26. Successful public relations campaign of the Lawton-Byrne-Bruner Agency, St. Louis (insurance) over KSD.

RADIO—A BANK'S FIRST LINE OF OFFENSE. *By C. W. Grove*, president, Second Federal Savings & Loan Assn., Cleveland. May 15, 1939, p. 15. Five years ago, the Second Federal Savings & Loan Assn. of Cleveland started from scratch. After the first year it started using radio, becoming the fourth largest banking institution in the city. Credit is given to WGAR and radio advertising.

A DETROIT BANK SELLS DETROIT. *By R. M. Meisel*, advertising manager, Industrial Morris Plan Bank of Detroit. June 15, 1939, p. 68. Detroit's bank program of unearthing local composers whose songs have become popular, proves big success and builds good will for the bank.

BUSINESS FIRMS OFFER BASIS FOR BANK'S. PROGRAMS. *By Charles C Alsup*, manager KICA, Clovis, N. M. Sept. 1, 1939, p. 56. *Builders of Clovis* program, sponsored by Citizens Bank of Clovis, salutes firms which have done much in the building of that community. It paid not only in good will but in a large number of new accounts.

SAVINGS COUNSEL FOR OKLAHOMA FOLKS. *By Jack E. Berry*, secretary-treasurer, Oklahoma City Federal Savings & Loan Assn. Nov. 1, 1939, p. 19. The fact that their program, *The Home Folks Counselor*, broadcast over WKY, won a national prize as one of the best sponsored by a bank in the U. S. in 1938.

TWO SUCCESSFUL FINANCE SHOWS. *By Luther Weaver*, Luther Weaver & Associates, Minneapolis-St. Paul. Nov. 15, 1939, p. 74. Minnesota bank picks up many new accounts with two novel programs. One, for juveniles, offered free a miniature savings bank to parents who came into the bank thus establishing contacts; other offered summer vacation trips in slogan contest.

"IF I GAVE UP ALL BUT ONE MEDIUM." *By Ralph W. Pitman*, president, Morris Plan Bank of Philadelphia. Dec. 1, 1939, p. 34. Mr. Pitman reports radio directly responsible for over half of new customers during 1939, who increased savings 150% and loans 51.7%.

PRACTICAL BANK ADVERTISING. Dec. 1, 1939, p. 34. Advertising manager of Morris Plan Bank of Detroit thinks continued success of banks advertising on radio assured if programs, time and stations changed periodically in order to reach a greater number of listeners.

DRAMA IN BANKING. Dec. 1, 1939, p. 72. WCCO, Minneapolis, inaugurates program built around functions of the Federal Reserve System, dramatizing banking activities.

HOW A BANK USES BROADCASTS. *By Robert J. Izant*, vice-president, Central National Bank, Cleveland. June 15, 1940, p. 72. Cleveland banker offers some hints on methods that have proven successful in that city.

UNCLE SAM SCANS SAVINGS-LOAN PROGRAM. Nov. 1, 1940, p. 48. Analysis by Federal Home Loan Bank Board shows that savings and loan companies must acquaint the public with the services they render and each year they are spending larger sums on radio advertising for this purpose.

Foods and Beverages

DR. PEPPER BEGINS ITS FOURTH SEASON. March 15, 1938, p. 20. Dallas beverage company begins fourth season on special Dixie Network, with its *Pepper Uppers*, which has been one of the most successful commercials in radio history.

SELLING WATER AT FLOOD TIME. *By Harry W. Witt*, CBS Southern California sales manager, Hollywood. April 1, 1938, p. 40. So successful was the selling campaign of California Consolidated Water Co. during floods that it started regular daily commercials over KNX, Hollywood, for a 52-week period.

CREAM OF THE MEDIUM CROP. *By R. W. Byrne*, account executive, Campbell-Ewald Co., San Francisco. Apr. 15, 1938, p. 52. Born in the height of the depression, Marin Dairymen's Milk Co., using KFRC, San Francisco, has become a leading milk distributor in that city, and its weekly program, *The Marin-Dell Amateur Hour*, has the highest ranking of any locally produced program in that area.

CONTEST FOR WOMEN'S CLUBS. May 1, 1938, p. 25. Social groups compete for cash prizes in series sponsored by Atlanta A&P stores over WATL.

THE REGIONAL SUCCESS OF S&W FOOD. *By Emil Brisacher*, Emil Brisacher & Staff, San Francisco. May 1, 1938, p. 30. Can a regional advertiser create a program that will vie in popularity with the large transcontinental competition? S&W Fine Foods has proved it can be done with its *I Want a Divorce*, which has rapidly become one of the leading programs on the Coast.

WHEN THE MARINES TELL ABOUT 7-UP. *By Grace Glasser*, president, Glasser Advertising Agency, Los Angeles. June 1, 1938, p. 14. So successful has their program, *The Marines Tell It To You* been, and so great the demand for the product as a result, that 7-Up Bottling Co. of Los Angeles is doubling its plant capacity to meet this radio-made demand.

MRS TUCKER'S SHORTENING. Sept. 15, 1938, p. 28. Interstate Cotton Oil Refining Co., Sherman, Tex., used several media to advertise its Silver anniversary. Radio, it found, proved the most successful by far, as seen by the results of various contests held as part of its advertising scheme for the event.

AN A. M. CUSTOMER GETTER. March 1, 1939, p. 74. *Bargain Hunter* program over KDYL, Salt Lake City, has proved a morning customer-getter by interviewing shoppers at the Grand Central Super Market, sponsors of the program. Prizes in merchandise are offered while placards throughout the store remind customers of the broadcast.

BAKERY PRESENTS NEW BRAND, USING SPOT RADIO ALONE. *By Wayne Varnum*, Iowa Broadcasting Company. March 15, 1939, p. 34. Zinsmaster Bread Co., of Des Moines, had a new name to put on the bread market. Using KSO and KRNT, it worked on the theory that if the housewife heard the name enough times it would become fixed in her mind.

A BREATH TAKER. March 15, 1939, p. 55. Houston food store chain using KPRC sells items successfully by announcing daily specials plus one super "breathtaking special."

RADIO AT THE POINT OF SALE. *By Paul C. Brines*. March 15, 1939, p. 56. *Feature Foods* on WLS, Chicago, not only advertises different companies' products but maintains a crew who makes contacts with the customers and supplies additional merchandising information for their clients. Personal interviews, speeches to women's clubs and the like give the program a more personal touch.

BORDEN'S SUCCESS ON PACIFIC COAST CREDITED TO RADIO. May 1, 1939, p. 70. On the air since 1937, Borden's has become the largest user of locally-produced radio programs in the West, using news programs featuring a local angle. Displays in stores and on trucks help keep name before the public.

WEST COAST TAKES TO CHEESE. *By Edith Abbott*, Botsford, Constantine & Gardner, San Francisco, June 15, 1939, p. 65. Tillamook Cheese, a West Coast company, ventured into radio rather timidly, but when 3,000 cheese graters with proof of purchase of 2 lbs. of cheese were sold, it was convinced.

CANADA DRY STORY OF SALES INCREASE NARRATED BY NBC. Aug. 1, 1939, p. 26. Steadily mounting business while general grocery sales index was declining traced directly to its quiz program.

CALISTHENIC PROGRAM GETS CHICAGO SPONSOR, OTHERS EXPECTED SOON. Nov. 1, 1939, p. 32. Chicago creamery takes over sponsorship of former sustaining program which had been highly successful—a daily calisthenic series over WGN.

A DAIRY BOOSTS ITS SALES. *By Gordon Daline*, Olmsted-Hewitt Adv. Agency, Minneapolis. Nov. 1, 1939, p. 50. When dairies of the Twin Cities discontinued advertising on a cooperative basis, Ohleen Dairy of Minneapolis found a new formula in advertising over WCCO with a program appealing to women; its products have been climbing consistently ever since.

PERKO, NEW CEREAL, DEBUTS VIA RADIO. Nov. 1, 1939, p. 58. After only one month on the air, Minneapolis company highly pleased with sales results obtained through advertising its new product over North Central Broadcasting Systems.

KROGER DISCOVERS HEARTS ARE TRUMPS. *By Helen Kennedy*, assistant in charge of radio to A. E. Johnston, advertising director, Kroger Grocery & Baking Co. Nov. 15, 1939, p. 21. Coffee company finds programs directed to women's heartstrings sells dated coffee in big way.

RETAILERS REVEAL RADIO PREFERENCE. Dec. 1, 1939, p. 41. Survey in New York metropolitan area shows retail grocers and middlemen prefer radio as the best means of advertising grocery store products.

A DAIRY OPENS THE DOOR. *By Frederic W. Ziv*, Frederic W. Ziv, Advertising, Cincinnati. Jan. 15, 1940, p. 42. Following up the tremendous demand for copies of the daily script of *Secret Diary*, French-Baur Dairy Co., Cincinnati, found that by delivering them in person it sold its product to 75% of all homes contacted, and many of these have become steady customers.

LITTLE BUDGET, BIG RESULTS. *By Ed. S. Stokes*, president, Stokes Canning Co., Denver. Jan. 15, 1940, p. 78. Small advertiser with limited budget puts his money in radio program and sales rocket to 16¾% over any peak in last 29 years.

DOLE RADIO DRIVE PROVES A SUCCESS. Mar. 15, 1940, p. 30. Sponsors of Al Pearce show (Dole Pineapple) discover its first use of the air medium more than fulfilled expectations.

DAIRYMAN'S DREAM COMES TRUE. *By Harold S. Kahm*. Apr. 15, 1940, p. 87. Quiz for parents on child-raising brings women to plant for broadcast and entertainment. Program undertaken by firm as an experiment in radio proves big success.

BREAD AND THE REDUCING DIET. *By William H. Horsley*, president, Pacific National Advertising Agency, Seattle. May 15, 1940, p. 78. Seattle bread firm conducts health club over KOMO, and sells bread to ladies who want to reduce.

TEASER CAMPAIGN FOR COFFEE CAN. May 15, 1940, p. 78. Des Moines coffee firm precedes appearance of new product with announcements which at no time mentioned the name of the product—merely informs public to be on the watch for it.

GROCER, DRUGGIST PREFERENCE FOUND FOR USE OF RADIO. July 15, 1940, p. 22. Group of surveys by Prof. Summers, of Kansas State College, show Kansas retail grocers and druggists regard radio as the most effective national advertising medium for its products.

STALE BREAD PROBLEM SOLVED. *By Charles Quimby*, advertising manager, Quimby Baking Co., Uhrichsville, O. July 15, 1940, p. 26. Bread company has problem with bread which could not be sold; talk it over with WWVA, Wheeling, which suggests program featuring male singer, and contest. P. S.: No more stale bread.

SUCCESS FORMULA. Aug. 1, 1940, p. 151. Prize-winning formula in Tacoma advertising contests over KVI has mixture of ingredients: sound "selling" copy, good station and consistent schedule, persistently maintained.

HOLLYWOOD GOSSIP SELLS FOR SUNKIST. Aug. 15, 1940, p. 100. Hedda Hopper's Hollywood gossip sells oranges and lemons and brings 52-week contract from 13-week trial by California Fruit Growers Exchange.

ADVERTISING AND AMERICANISM. Oct. 1, 1940, p. 63. Timely topic stressing the American peoples' freedom to choose as they please, used on Borden program (milk), finds an interested public and gets enthusiastic reception.

NOTHING BUT RADIO. Dec. 1, 1940, p. 26. Chico, Cal., grocery firm persuaded by KHSL to place its entire advertising budget for air time, finds an increase of 32% in it sbusiness within a few weeks.

IT'S SAFETY FIRST. Dec. 15, 1940, p. 85. Safety program, sponsored by Fort Wayne bakery over WGL, not only benefits the citizens of that community but brings increased bread sales for the firm.

TURKEYS GOBBLED. Dec. 15, 1940, p. 69. Turkey farm using KROW, Oakland, exclusively, doubled its business in 1940 over the previous year.

(Cont'd on next page)

Looking for a Farm Market?

The following figures concern ONLY the primary area of KATE—8 counties in Minnesota and 4 in Northern Iowa (Hormel Livestock Buyers have records to show KATE consistently pulls from 25 additional counties.)

Primary Pop.....242,876
Radio Homes.....51,570
Ret. Sales....$79,729,000
Spendable Income....$116,115,000
(Proof there's lots of money in the banks in Minnesota)
No. Farms.........27,520
(Every third farm REA energized)

The Kingdom of KATE

With 250 Watts of power KATE covers the heart of Southern Minnesota—the richest farm market in the world. Five daily market quotations eminating from the great Hormel Packing Plant direct a continuous march of live stock to this thriving stock market center.

When highways are snow blocked or bad weather threatens, traffic moves as KATE advises . . . When our folks want entertainment or to buy, sell, or travel they get the "nod" from KATE.

It's the biggest little, richest, loyal, clannish market in America . . . and it only takes 250 Watts to cover it. Studios are maintained in both Albert Lea and Austin—known as Southern Minnesota's "Little Twin Cities" . .

KATE is a Mutual and North Central Broadcasting System Affiliate

Housing & House Furnishing

OLDEST PROGRAM OF THEM ALL. Apr. 15, 1938, p. 44. Sachs Quality Furniture, New York, disputes Cities Service claim as the oldest program on the air. Say it preceded by over two years, having gone on the air Nov. 21, 1925.

WHK'S NEW SERIES STIRS REALTY MART IN CLEVELAND AREA. June 1, 1938, p. 47. Novel program describes properties available and advises public to visit them. At same time pamphlets listing all such properties widely distributed.

BOB'S AND JUDY'S COTTAGE. Aug. 1, 1938, p. 18. WAPI, Birmingham, sponsors real estate promotion scheme with a program describing hopes and experiences of a young couple in planning and building a new home.

THE HOUSING BOOM THAT KFPW BUILT. *By Jimmie Barry*, advertising manager, KFPW, Fort Smith, Ark. Aug. 1, 1938, p. 19. A mild boom in the building trades was started when KFPW decided to undertake the building of a model home at its own expense in an effort to educate the public in the problems involved in building a new home. The house was promptly sold, the building trades began to pick up and KFPW has been widely praised.

THE HOUSE GOES TO THE BUYER. Jan. 1, 1939, p. 19. Milwaukee real estate firm broadcasts direct from rooms of "Dream House," describing it and getting visitors' reactions. Over 3,000 people turn out to see the home which was sold within two days.

HOUSE WAS SOLD. Feb. 1, 1939, p. 81. Phoenix realty firm using KTAR sells property valued at $15,000 for a total advertising outlay of $161.25, in two weeks time.

YOUNG AMERICA SELLS THE NORGE LINE. *By George Fulenwider*, sales manager, Southern Bearing & Parts Co., Charlotte, N. C. June 15, 1939, p. 17. Charlotte firm sells Norge refrigerators via WBT by sponsoring children's show. Eliminations held through local civic groups and finalist appear on program, which not only builds sales and dealer acceptance, but holds civic interest and inspires good-will.

THE FHA SENDS AN INVITATION TO SPONSORS. *By George T. Van der Hoef*, Chief, Radio & Motion Picture Section, Federal Housing Authority. Oct. 1, 1939, p. 20. For five years the FHA has used radio in its program of education in home building. Over that period it has backed several types of programs all to the same end. Today, FHA feels that the "log-jam" in housing has been broken and in large measure credits radio for its success.

FOOD SHOW RECORD. Oct. 15, 1940, p. 75. Omaha Food Show, featuring three network shows, brought to Omaha by WOW, breaks all attendance records of the last 35 years.

Lubricants & Fuel

PAINLESS COMMERCIALS TO MARK ATLANTIC REFINING GRID SERIES. *By J. Frank Beatty*. Sept. 15, 1938, p. 15. Atlantic Refining Co. holds school sessions for announcers to teach a uniform method of presenting football games sponsored by the company. Stresses painless commercials.

OIL FIRMS DOMINATE FOOTBALL AS SCHEDULES GET UNDER WAY. Oct. 1, 1938, p. 20. As in the previous year, 1938 football broadcasts will be dominated by oil firms. Largest schedules handled by Atlantic, of Philadelphia, Tidewater, San Francisco, and Humble, of Houston.

ESSO ON THE AIR. Jan. 15, 1939, p. 11. Talking film *News on the Air*, tells the story of the collection, preparation and dissemination of UP news for the *Esso Reporter* broadcasts.

D. L. & W. PREFERS BLUE COAL TO RED INK. *By Bruce Robertson*. Oct. 15, 1939, p. 40. *The Shadow*, sponsored by D. L. & W. (the only producer of Anthracite to use network broadcasting) has aided in gaining for its sponsor tremendous increases in sales, in direct contrast to the general trend in the Anthracite industry.

RADIO AND CANDY SELL GAS. *By Wayne Varnum*, KSO-KRNT, Des Moines. Jan. 15, 1940, p. 44. Candy and gas do mix. To advertise three new gas stations in Des Moines, Hubbel Oil Co. of that city offered, over KSO, a free candy bar to each person in a car purchasing gas. Premium booklets given away at the same time helped create steady customers.

MIDWEST VENTURE SELL OHIO OIL CO. ON RADIO POWER. Jan. 15, 1940, p. 44. Music contest so successful that the original NBC-Blue network has been extended from 5 to 10 stations, reaching from Fort Worth to Chicago.

13 CONSECUTIVE YEARS WITHOUT A CHANGE. *By Elliott McEldowney*, advertising director, Cities Service Co. March 15, 1940, p. 22. For 13 consecutive years, Cities Service, by merchandising good music has built up a tremendous market for its petroleum products. Key to its success lies in its well-rounded merchandising campaign, with a dignified motif predominating.

INTERESTING THE OIL INDUSTRY. June 1, 1940, p. 102. KVOO, Tulsa, gives complete coverage of the International Petroleum Exposition held in that city, in order to interest more petroleum dollars in radio.

ASSOCIATED TO SPEND $250,000 IN 15TH GRID SEASON ON COAST. Sept. 15, 1940, p. 26. Tidewater Associated Oil Co., spends $250,000 to bring 85 Coast games over 70 stations. Promotion drive includes handouts with complete schedules at each of its service stations.

Public Utilities and Transportation

BEAUTY TIME IN AKRON—A UTILITY'S SAGA. April 15, 1938, p. 40. Beauty and kilowatts got together in the head of George A. Webber, advertising manager for the Ohio Edison Co., and out came his brainchild, *Reddy Kilowatt—Your Electrical Servant*, which promptly sold 34,000 copies. Then followed a radio series, *Ruth and Reddy* tying in with the book and showing how the mythical Reddy could make women more lovely. Local distributors ran radio contests and gave away electrical appliances, so great was the success of the venture.

GOOD-WILL FOR TRANSIT FIRM. *By Karl B. Mickey*, director of public relations, Cleveland Railway Co. July 15, 1938, p. 26. Cleveland Railway Company, using WHK, satisfied that its program of bringing new names to radio—selected from local talent—has paid by creating extensive good-will.

JOINT GAS SERIES PROVES SUCCESSFUL. Oct. 1, 1938, p. 28. So pleased was the American Gas Assn. with responses to its program, *Mystery Chef*, now finishing its third year, that plans are being made to continue it for a like period in the future. Over 12½ millions of the "Chef's" recipe book had been distributed by local dealers during that period.

HOW RADIO SERVES THE ELECTRIC UTILITIES. *By R. T. Harris*, R. T. Harris Advertising Agency, Salt Lake City. Oct. 15, 1938, p. 19. Survey shows electric utilities on average spent 9.6% of total advertising appropriation on radio; uses a musical program in the mid-morning or evening hours, with spot announcements for special promotions, favors spot for all-around effectiveness and is on the air consistently over a nine months' period each year.

Miscellaneous

WHAT'S KLINGTITE? ASK ANYONE IN THE LOS ANGELES REGION. *By Walter McCreery*, sales manager, Allied Advertising Agencies Inc., Los Angeles. Jan. 15, 1938, p. 22. New product takes the air over Fletcher Wiley's *Housewives Protective League* on KNX, Hollywood, and in the first 15 weeks, sales increase 850%.

WHY ARMCO USES BROADCASTS. *By W. W. Sebald*. Jan. 15, 1938, p. 61. American Rolling Mill Co. proves radio can even "sell" a heavy industry to the public. Commercials on concert series over WLW point out to public advantages of purchasing articles made of stainless steel.

GARDNER NURSERIES USE 300 STATIONS. April 1, 1938, p. 20. Iowa nursery spends over $300,000 using 300 stations to advertise its guaranteed products.

THE 250,000 WOMEN OF WKRC. June 1, 1938, p. 24. Advertisers participating in WKRC's *Economy Kitchen* have chance to display their merchandise and serve their foods at Cincinnati Domestic Arts Guild Headquarters. Lecture follows dinner after which members gives names and addresses of their grocery stores which are later visited by field workers.

THE MUSIC OF SHERMAN CLAY. *By Edward P. Franklin*, assistant manager, KJBS, San Francisco. July 1, 1938, p. 57. Program undertaken as an experiment two years ago, on KJBS, San Francisco, and KQW, San Jose, rated one of Northern California's most successful recorded air shows.

THE LOW-COST WAY TO GET INQUIRIES. *By J. R. Lunke*, James R. Lunke & Associates, Chicago. July 15, 1938, p. 13. Spot radio, if effectively applied, can get inquiries at low cost. Some of the more effective methods discussed.

SYRACUSE SPONSOR 16 YEARS ON AIR WITHOUT A BREAK. July 15, 1938, p. 24. Music store uses radio continuously since 1922.

STORY OF MOLLE. Aug. 1, 1938, p. 69. NBC promotion piece shows how sales of Molle shaving cream doubled during the last four years during which radio was used exclusively for national advertising.

PACIFIC MARKETERS TURN TO RADIO. *By Lindsy Spight*, Pacific Coast vice-president, John Blair & Co. Sept. 15, 1938, p. 17. Many new accounts and new prospects loom on the Pacific Coast, raising considerably the amount of spot business in that area for 1939.

COLLEGE PROGRAM DIRECTS APPEAL TO COMMON PEOPLE. Sept. 15. 1938, p. 22. Program over KYW, Philadelphia, *The University of Pennsylvania Question Box*, brings outstanding authorities to radio, having them speak and then querying them through a "common people's spokesman" thereby making available to the average person the benefits of college learning. Subjects discussed vary, no two similar ones following.

RADIO CAMPAIGNS LIFT ICE INDUSTRY OUT OF DOLDRUMS. Oct. 1, 1938, p. 60. NBC brochure shows how the ice industry has made a tremendous comeback since 1935, using radio as the chief medium in its advertising campaigns.

RESTORED TO THEIR FAMILIES. Nov. 15, 1938, p. 28. *Bureau of Missing Persons*, daily 5-minute program, over WWJ, Detroit, has restored 540 persons to their families out of 624 cases handled. Program proves to advertisers and agency men that a five-minute feature can build up a steady listening audience.

HARDWARE FIRM SELLS BY AIR. *By Herbert Lyser*, KSFO, San Francisco. Feb. 1, 1939, p. 81. Pacific Coast hardware company enters ninth year with its *Fishing Fool* program; spends nearly 100% of advertising appropriation for radio, as thousands of fishermen come into store and swell profits.

SUCCESS BY AIR. April 1, 1939, p. 89. Concentration on radio advertising offered as one of principal reasons for the tremendous growth of Philip Morris cigarettes in the past six years.

JOHNSON'S WAX RENEWS AS RADIO BOOSTS SALES. April 15, 1939, p. 58. Firm's radio budget for 1939 tops $800,000 as sponsor's business increases 50% since going on the air in 1935.

AN EARLY MORNING CHECKUP. June 15, 1939, p. 32. WTMJ, Milwaukee, tries to change listening habits in the early morning hours by playing a "gift song" over its 6:00 to 8:30 a.m. program after which representative calls at homes. If anyone in house has heard, and can identify gift song, he is given a midget radio free.

RADIO FOUND TO BE SUPERIOR AS A MEDIUM FOR CIGARETTES. July 15, 1939, p. 27. College survey shows broadcasts far outstrip competing media in return-per-dollar.

A FIGHT WAGER. July 15, 1939, p. 48. Magazine Razor Co. contracts for half-hour period on the air for the Louis-Galento fight and saves $1,912 as broadcast, including preliminary announcements, stays on the air for 45 minutes.

FOOTBALL PLAYER POPULARITY CONTEST. Jan. 1, 1941, p. 55. Fort Worth food market chain conducts popularity contest among local high school football players for KFJZ listeners. Sales slips from markets were used as ballots and 934,007 were cast.

TIP TO ADVERTISERS: THEY LIKE TO LISTEN. *By Robert J. McAndrews*, sales promotion manager, NBC, San Francisco. Sept. 1, 1939, p. 32. Mr. McAndrews points out that radio is the best medium for advertising because unlike other media, it reaches the listener when he is in a relaxed frame of mind and ready to listen.

RED HEART BLENDS INSTITUTIONAL AND SPOT SUCCESSFULLY. Sept. 1, 1939, p. 44. Dog foods firm, starting to use radio with a modest test in Chicago area, goes on a 36-station NBC-Red network plus an expanding spot schedule devoted entirely to the care and feeding of dogs.

A SPOT A DAY. Oct. 15, 1939, p. 67. Altoona firm using one daily 100-word spot announcement over WFBG at noon, gets definite results each day.

FUN WITH FITZPATRICK; AND PROFIT, TOO. *By Paul Brines*. Nov. 1, 1939, p. 38. Chicago firm's program, *Meet The Missus*, over WBBM, backed by the Home Arts Guild of Chicago (Associated Women's Clubs), interviews the housewife and makes her a customer. Firm estimates that it has given over 1½ million premiums to listeners in past three years, as sales have rocketed.

COPY THAT CLICKS—A FRIENDLY APPROACH. *By Frank Baker*, Continuity Editor, WLS, Chicago. Feb. 15, 1940, p. 24. In an era of superlatives, the straightforward and friendly suggestions of a sincere announcer are likely to prove more effective than all sorts of flossy adjectives. Copy that clicks need have a warm approach, not potent verbiage.

A SEASONAL SCHEME OFFERS INCENTIVE TO SMALL STORES. *By Gomer Bath*, assistant manager, WMBD, Peoria. Feb. 15, 1940, p. 44. Peoria station offers schemes to small advertisers during slow radio seasons, to level off somewhat the difference between peak and slack seasons.

A BUSINESS BUILT BY A BOY. April 1, 1940, p. 40. Boy, 16, featured as the "Boy Philosopher," gains tremendous following on KLZ, Denver, and increases business of building supply company.

DEFT COMMERCIALS VIEWED AS KEY TO SELLING VIA AIR. *By Douglas Cronin*, Allied Advertising Agencies, San Francisco. June 1, 1940, p. 16. Straight commercials are dying, but not fast enough. Too many advertisers cling to them and lose much audience appeal.

BROADWAY LISTENS AT SUNRISE. Aug. 1, 1940, p. 128. 6:30 to 7:00 a.m. program survey shows that people do listen early in the morning. Mail response for WABC's *Rising Sun* program for the first day (requested by the sponsors) surpasses the quota allowed by advertisers for whole week!

CITY VS. CITY—A BATTLE OF QUIZZERS. Aug. 15, 1940, p. 99. New type of quiz program perfect for advertisers looking for a high-ranking local show. Audience interest tremendous as groups from rival cities vie with each other over air.

HOW TO CLEAN UP IN CLEANING BUSINESS. *By Walker Gullatt*, general manager, Howard's Cleaners, Hartford. Sept. 15, 1940, p. 19. Man-on-the-street program, sponsored by Hartford cleaners over WDRC, practically doubles business in short time.

FIFTH AVENUE'S CROSS-ROADS. Nov. 1, 1940, p. 46. Program blending village and city items provides formula for successful women's program on WJZ. In two years rises from a commercial nonentity to a gross of more than $10,000 a month.

MAKING THE CLASSICS CLICK. Nov. 15, 1940, p. 32. *Invitation to Learning* series, CBS sustaining program, featuring a discussion of the world's greatest classics by three noted speakers, proves listener interest in intellectual topics as fan mail pours in from every State in the Union.

UNCLE SAM — BIGGEST USER OF RADIO TIME. *By J. Frank Beatty*. Nov. 15, 1940, p. 19. Each day many government-sponsored programs come to listeners over the air. These, surprisingly free from objectionable propaganda, aim to educate Americans in the various functions of the government and many bureau heads attest to the invaluable aid given by radio in successfully carrying out their programs.

AND THEY 'SELL EVERYTHING'. *By Donald E. Finlayson*, WLS, Chicago. Dec. 1, 1940, p. 38. In its 16 years on the air, *WLS National Barn Dance* has played before 900,000 paying visitors, who are but a small fraction of the air audience which has made the program such a tremendous commercial success, in selling everything from food and fences to clothing and medicine.

PERSONALITIES *plus* SERVICE *plus* PROMOTION *equal* SALES!

KMBC presents thirty hours of service programs every week . . . news, farm and markets, sports, food. KMBC has the only full-time Director of Farm Service in Kansas City . . . four full-time news men . . . the nation's most popular local sports announcer . . . Kansas City's most authoritative food service personalities.

No other Kansas City station has made so intensive an effort to build TERRITORIAL audience for its advertisers—through radio publicity, billboards, newspaper advertising, personal appearances by staff artists.

Personalities *plus* Service *plus* Promotion *equal* SALES! No other Kansas City station applies that equation so consistently and so effectively for advertisers in this rich Middle Western market!

FREE & PETERS, Nat'l Reps.

KMBC

OF KANSAS CITY

Only Basic CBS Station Serving Kansas and Missouri

ERLE SMITH
News Editor

PHIL EVANS
Director Farm Service

BEULAH KARNEY
Director KMBC Happy Kitchen

WALT LOCHMAN
KMBC Sportscaster

BOB RILEY
Live Stock Market Reporter

JUNE MARTIN
KMBC Food Scout

JOHN FRASER
News

JOHN CAMERON SWAYZE
News

"PHENOMENON, Electrifying History," world's most romantic adventure story, load-builder for power and light industry. 65 episodes transcribed; written and produced by KMBC staff members.

CAROLINE ELLIS, author-star (in '38-'39-'40) of "Caroline's Golden Store" on NBC and CBS for General Mills.

TEXAS RANGERS, radio's most versatile musical-dramatic organ zation featuring more than 20 instruments. Featured on Columb Pacific Network and spot throughout the country on "Circle Ranch" for Old Gold cigarets.

FRAN HEYSER, KMBC producer, available in Chicago for spot or network productions; producer of "Caroline's Golden Store."

"LIFE ON RED HORSE RANCH" with music by the Texas Rangers. Transcribed music-dramatic series with two successful sponsorships. 65 episodes a sure bet for all-family audience.

BONNIE KING, KMBC Sweetheart of Song. NBC coast-to-coast with Bob Crosby's Bob Cats on Camel Caravan for Camel cigarets.

BRUSH CREEK FOLLIES—KMBC's barn dance show originated coast-to-coast on CBS Saturday afternoons from Kansas City.

ARTHUR B. CHURCH, President and Founder of KMBC. Director of Arthur B. Church Productions.

KARL KOERPER, Vice President and Managing Director of KMBC.

Personalities *plus* Programs *plus* Production *equal* "Who's Who in Radio"

Years of investment in production at KMBC have built big-time personalities and programs which have done outstanding jobs for national advertisers. KMBC programs and KMBC-trained talent, coast-to-coast, comprise a veritable "Who's Who" of broadcasting. Advertising men everywhere know it's a mass appeal program when they hear the network announcer say: "This Is An Arthur B. Church Production." Call one of these offices below and see for yourself!

A. & S. Lyons, Inc.
515 Madison Ave.
Plaza 3-5181
New York City

A. & S. Lyons, Inc.
California Bank Bldg.
Crossview 6-1116
Beverly Hills, Cal.

George E. Halley
400 Deming Place
Diversey 4400
Chicago

Arthur B. Church
Karl Koerper
KMBC—Pickwick Hotel
Harrison 2650
Kansas City, Mo.

Bob Braun
Personal Manager,
The Texas Rangers
CBS—Columbia Square
Hollywood, Calif.

Directory of

TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

(Services Include Artists, Orchestras, Writers and, in Many Cases, Production)

Agency	City	Address Telephone Number	Executives
Norman Alexandroff Artists Bureau	Chicago	410 S. Michigan Ave. Wabash 6762	Norman Alexandroff
Charles H. Allen Agency	New York	1270 Sixth Ave. Circle 7-4124	Charles H. Allen
Allied Radio Associates	New York	724 Fifth Ave. Circle 6-5240	Paul Wimbish
Artists Management Inc.	New York	17 E. 45th St. Murray Hill 2-1888	Henry Dagand Jean Cohn
Batchelor Enterprises Inc.	New York	1270 Sixth Ave. Circle 6-4224	Walter Batchelor Howard Reilly
M. S. Bentham	New York	48 W. 48th St. Bryant 9-1227	M. S. Bentham
Stanley Bergerman & Co.	W. Hollywood	9165 Sunset Blvd. Crestview 6-3196	Stanley Bergerman
Herman Bernie Inc.	New York	RKO Bldg. Columbus 5-6647	Dorothy Menzin
Briscoe & Goldsmith Inc.	New York	522 Fifth Ave. Murray Hill 2-6244	Elisabeth Upthegrove
Chamberlain Brown	New York	145 W. 45th St. Bryant 9-8480	Chamberlain Brown
Curtis Brown-Alan Collins Inc.	New York	347 Madison Ave. Murray Hill 6-6170	Frank Chase
Allied Radio Associates Inc.	New York	724 Fifth Ave. Circle 6-5240	Paul Wimbish
Bruce Chapman Co.	New York	145 W. 41st St. Wisconsin 7-2179	Bruce Chapman
Cleveland B. Chase Inc.	New York	424 Madison Ave. Eldorado 5-1720	....
Leslie Clucas	Chicago	333 N. Michigan Ave. Franklin 7100	Leslie Clucas
Ted Collins Corp.	New York	1819 Broadway Circle 7-0094	Ted Collins
Columbia Artists Inc. (Subsidiary of Columbia Broadcasting System)	New York	485 Madison Ave. Wickersham 2-2000	Herbert I. Rosenthal
	Hollywood	Columbia Square Hollywood 6365	Murry Brophy
	Chicago	Wrigley Bldg. Whitehall 6000	Robert Hafter
Columbia Concerts Corp. (Subsidiary of Columbia Broadcasting System	New York	113 W. 57th St. Circle 7-6900	Arthur Judson
	Chicago	Wrigley Bldg. Whitehall 6000	Arthur Wisner
	Hollywood	Columbia Square Hollywood 6365	Murry Brophy
Consolidated Radio Artists, Inc.	New York	30 Rockefeller Plaza Columbus 5-3580	Charles E. Green
	Chicago	333 N. Michigan Ave. Franklin 8300	George Lubsas
	San Francisco	111 Sutter St. Exbrook 8033	Larry Allen
Hallam Cooley Agency & S. George Ullman	Hollywood	9111 Sunset Blvd. Crestview 5-6161	Hallam Cooley
Everett N. Crosby Ltd.	Hollywood	9028 Sunset Blvd. Crestview 1-1171	Pete de Lima
	New York	RKO Bldg. Circle 6-3860	....
Ernest Cutting's Talent Development Center	New York	538 Fifth Ave. Vanderbilt 6-5995	Ernest Cutting
Dolan & Doane Inc.	Hollywood	8905 Sunset Blvd. Crestview 1-9185	Ken Dolan
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St. Adelaide 3383	Hal B. Williams
Harry S. Dube Radio Productions	New York	RKO Bldg. Columbus 5-7035	J. Knight
W. M. Ellsworth	Chicago	75 E. Wacker Drive Central 0942	W. M. Ellsworth
Evans & Salter Inc. (Division of Columbia Concerts Corp.)	New York	113 W. 57th St. Circle 7-6900	Lawrence Evans Jack Salter
F. & M. Stageshows Inc. (Fanchon & Marco)	New York	30 Rockefeller Plaza Circle 7-5630	Samuel Shayon
Fadiman Associates	New York	1501 Broadway Lackawana 4-3544	Clifton Fadiman
Featured Artists Service Inc.	New York	247 Park Ave. Plaza 5-5044	Maurice Scopp
Feldman-Bluum Corp.	Beverly Hills	9441 Wilshire Blvd. Crestview 1-5222	William Collier, Jr.
Bernie Foyer	New York	1674 Broadway Columbus 5-1930	Bernie Foyer
Freddie Fralick Management	Beverly Hills	204 S. Beverly Drive Crestview 5-6111	Freddie Fralick
George Frank Inc.	Hollywood	1626 N. Vine St. Hillside 3188	George Frank
Gale Inc.	New York	48 W. 48th St. Longacre 3-6111	Moe Gale
Bruce Gear Agency	Hollywood	8949 Sunset Blvd. Crestview 6-6466	Bruce Gear
General Amusement Corp.	New York	RKO Bldg. Circle 7-7550	Thomas G. Rockwell
	Chicago	360 N. Michigan Ave. State 6288	Joseph Shriban
	Hollywood	9028 Sunset Blvd. Crestview 1-8101	Ralph Wonders
General Program Service Inc. (Affiliated with Sta. WLW)	Cincinnati	3401 Colerain Ave. Kirby 4800	William McClusky
William Gernannt	New York	521 Fifth Ave. Vanderbilt 6-1750	William Gernannt
Clark H. Getts Inc.	New York City	Waldorf-Astoria Hotel Plaza 3-9005	J. Howard Andrews
Joe Glaser Inc.	New York	RCA Bldg. Circle 7-0862	Joe Glaser
Nat C. Goldstone Agency	Hollywood	9121 Sunset Blvd. Crestview 6-1131	Nat Goldstone
Gordoni & Lee Radio Productions	Chicago	Hotel Crillon Calumet 6700	Lillian Gordoni
Mark Hanna	New York	654 Madison Ave. Regent 4-6250	Mark Hanna
Harris & Steele Inc.	New York	320 W. 78th St. Endicott 2-9555	Wager S. Harris
Harris Radio Productions	Hollywood	8268 Sunset Blvd. Gladstone 8419	Leon Harris
Leland Hayward Inc.	New York	654 Madison Ave. Regent 4-7000	Larry White
	Beverly Hills	9200 Wilshire Blvd. Crestview 1-5151	Leland Hayward
Walter Herzbrun Agency	Hollywood	9000 Sunset Blvd. Crestview 6-4157	Walter Herzbrun
	New York	1440 Broadway Longacre 5-3364	A. O. Herzbrun
Hesse & McCaffrey	New York	501 Madison Ave. Eldorado 5-1076	Nelson S. Hesse William McCaffrey
Lou Irwin Inc.	Los Angeles	9134 Sunset Blvd. Crestview 1-7131	Lou Irwin
Sam Jaffe Agency	Hollywood	8555 Sunset Blvd. Crestview 6-6121	Jess Smith
Walter Kane Inc.	Hollywood	8584 Sunset Blvd. Crestview 6-2396	Bert Marx
Jesse L. Kaufman Inc.	New York	22 W. 48th St. Pennsylvania 6-2409	Jesse L. Kaufman
Al Kingston & Co. Inc.	Hollywood	9167 Sunset Blvd. Crestview 1-8161	Al Kingston
KMBC Artists Bureau	Kansas City	Pickwick Hotel Harrison 2650	James W. McConnell
KSTP Artists Inc.	St. Paul	St. Paul Hotel Cedar 5511	David P. Stone
Jack Lavin	New York	Park Central Hotel Circle 7-8000	Jack Lavin
William C. Lengel—Literary Associates	New York	1860 Broadway Circle 5-5282	Fred Waible
M. C. Levee Agency	Hollywood	1300 N Crescent Heights Blvd. Gladstone 3115	M. C. Levee
W. Biggie Levin	Chicago	612 N. Michigan Ave. Superior 0506	W. Biggie Levin
Lichtig & Englander	Los Angeles	8776 Sunset Blvd. Crestview 1-2141	Ben A. Englander
Ray Linton	New York	9 Rockefeller Plaza Circle 6-5296	Ray Linton

[Continued on Page 202]

TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

[Continued from Page 201]

Agency	City	Address Telephone Number	Executives
Ben B. Lipset	New York	1350 Broadway Chickering 4-2466	Ben B. Lipset
Estelle Lutz Artist Bureau	Chicago	410 S. Michigan Ave. Harrison 3435	Estelle Lutz
A. & S. Lyons Inc.	New York	515 Madison Ave. Plaza 3-5181	Samuel T. Lyons
	Beverly Hills	California Bank Bldg. Crestview 6-1116	Arthur Lyons
Gene Mann Agency	Hollywood	8949 Sunset Blvd. Crestview 1-1135	Gene Mann
Metro Artist Bureau	New York	1650 Broadway Circle 7-2829	Ted Nelson
Mills Artists Inc.	New York	1619 Broadway Columbus 5-6350	Irving Mills
Monter-Gray Inc.	Hollywood	8736 Sunset Blvd. Crestview 1-1191	Edward M. Gray
William Morris Agency Inc.	New York	RKO Bldg. Circle 7-2160	William B. Murray
	Chicago	203 N. Wabash Ave. State 3632	Wallace Jordan
	Beverly Hills	202 N. Canon Drive Crestview 1-6161	George Gruskin
Leo Morrison Inc.	Beverly Hills	204 S. Beverly Drive Crestview 1-9191	Bob Tappan Leo Morrison
	New York	1776 Broadway Circle 7-6413	Jack Curtis
Sidney P. Morse	Chicago	162 N. State St. Dearborn 1863	Sidney P. Morse
John Moses	New York	730 Fifth Ave. Circle 6-2677	John Moses
Music Corporation of America	Chicago	430 N. Michigan Ave. Delaware 1-1100	M. B. Lipsey
	New York City	745 Fifth Ave. Wickersham 2-8900	William R. Goodheart
	Cleveland	Union Commerce Bldg. Cherry 6010	D'Arv Barton
	Dallas	Tar Petroleum Bldg. 2-1448	Norman Steppe
	San Francisco	111 Sutter St. Exbrook 8922	Arthur Park, Jr.
	Beverly Hills	MCA Bldg. Bradshaw 23-21	Taft Schreiber
	London, W1, Eng.	16 Old Bond St. Regio 6506	Margaret Weiner
National Broadcasters & Entertainers	Indianapolis	Hotel Washington Market 2541	Kay Keiser
NBC Artists Service	New York	30 Rockefeller Plaza Circle 7-8300	George Engles
	Chicago	Merchandise Mart Superior 8300	James L. Stirton
	Hollywood	Sunset Blvd. & Vine St. Hollywood 6161	Alex Robb
North & Flaum	New York	1564 Broadway Bryant 9-8667	Meyer B. North
James Parks Co.	Chicago	8 S. Michigan Ave. Central 7980	James Parks
Parker-Pipes Talent Productions	Chicago, Ill.	540 N. Michigan Ave. Delaware 2277	Donna Parker Peter Piper
Harry A. Romm Inc.	New York	RKO Bldg. Circle 7-7550	Harry Romm
The Roth Agency	New York	1619 Broadway Circle 7-8220	Fred Robbins
Rubinoff Orchestras	New York	1501 Broadway Lackawanna 4-7147	Phil Rubinoff
Myron Selznick Ltd.	New York	630 Fifth Ave. Circle 7-6201	....
	Beverly Hills	9700 Wilshire Blvd. Crestview 1-9171	Myron Selznick
Max Shagrin Agency	Hollywood	6253 Hollywood Blvd. Granite 5171	Max Shagrin
Shank & Tuvim	New York City	1619 Broadway Columbus 5-1332	Mary L. Shank
Louis Shurr	New York	1501 Broadway Chickering 4-8240	Louis Shurr
The Small Co.	Hollywood	8272 Sunset Blvd. Hollywood 2722	Reuben Smolen
Henry Souvaine Inc.	New York	30 Rockefeller Plaza Circle 7-5666	Henry Souvaine
Frank Stempel Agency	Hollywood	8736 Sunset Blvd. Crestview 6-6218	Frank Healey
Douglas F. Storer	New York	1270 Sixth Ave. Circle 7-1150	Douglas F. Storer
H. N. Swanson Inc.	Hollywood	8523 Sunset Blvd. Crestview 1-5115	Robert D. Lewis
Harry Tattelman Agency	Hollywood	7904 Santa Monica Blvd. Hollywood 3677	Harry Tattelman
Tyro Productions Inc.	New York	1697 Broadway Columbus 5-3737	Lou Goldberg
Rudy Vallee Orchestra Units Corp.	New York	9 Rockefeller Plaza Circle 7-2620	Lester Laden
A. George Volck Inc.	Beverly Hills	9441 Wilshire Blvd. Crestview 6-3121	A. George Volck
WCCO Artists Bureau	Minneapolis	625 Second Ave., S. Main 1202	....
WFAA-KGKO Artists Service	Dallas	Santa Fe Bldg. 7-9631	Martin Campbell
WGN Concert & Artist Bureau	New York	745 Fifth Ave. Plaza 3-8034	Ted Carr
	Chicago	441 N. Michigan Ave. Superior 0100	Austin Wilder
	Hollywood	Roosevelt Hotel	Victor Kendall
WGN Talent Division	Chicago	435 N. Michigan Ave. Superior 0100	Noel B. Gerson
Roger White Artist Bureau	New York	RKO Bldg. Circle 7-4943	Roger White
WHO Radio Enterprises	Des Moines	914 Walnut St. 3-7147	Woody Woods
WHN Artist Bureau	New York	1540 Broadway Bryant 9-7800	Leo Cohen
Wilson, Powell & Hayward Inc.	New York	444 Madison Ave. Plaza 5-5480	James V. Peppe
WLS Artists Bureau	Chicago	1230 Washington Blvd. Monroe 9700	George R. Ferguson Richard Bergen
WMCA Artists Bureau	New York	1657 Broadway Circle 6-2200	Charles S. Wilshin
WNEW Artists Bureau	New York	501 Madison Ave. Plaza 3-3300	Bill McGrath
Wolf Associates Inc.	New York	RKO Bldg. Columbus 5-1621	Edward Wolf
Nat Wolff Inc.	Beverly Hills	170 S. Beverly Drive Crestview 1-6147	Nat Wolff
WOR Program Service	New York	1440 Broadway Pennsylvania 6-8383	Nathan M. Abramson
WSM Artists Bureau	Nashville	301 Seventh Ave., N. 6-7181	Ford Rush
Yankee Network Artists Bureau	Boston	23 Brookline Ave. Commonwealth 0800	Joseph C. White
Ben Yost Inc.	New York	1650 Broadway Circle 6-6533	Harry W Lawrence

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Ladies! tell your husbands Smith's Haberdasher has the best buy this week

Women buy 85% of all merchandise and services sold. To reach the women in San Francisco and Bay Area, remember it's KSAN.

See Variety Show Management Awards, Page 25, December 4, 1940.

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Atop the Merchandise Mart, San Francisco

Program Ideas and Titles

A Summary-Index of Successful Programs Reported in *BROADCASTING* Magazine During 1940

Advertising & Promotion

Radio Spotlight: Information about the people who run the station, on WBNX, New York. 11-1-40, p. 71.

Bulls & Boners of the Past Week: Staff announcers put on trial for their miscues detected by listeners, on CKLW, Detroit-Windsor. 9-1-40, p. 84.

Reward for Listening: Morning half-hour with time sold on wordage basis for want ads and such, on WMCA, New York. 11-15-40, p. 60.

Behind the Dial: "See your radio serviceman" promotion, on KLO, Ogden, Utah. 6-1-40, p. 78.

Public Service Program of the Week: Recorded rebroadcasts of best non-commercial program broadcast each week by any New York station, on WEVD, New York. 1-1-40, p. 67.

Mail Bag: Fan mail feature, on WLAW, Lawrence, Mass. 3-1-40, p. 66.

Easter Basket and *Christmas Basket:* Seasonal programs designed for low-budget merchants, on WMBD, Peoria, Ill. 2-15-40, p. 44.

Good News in Advertising: Five-weekly series on the power of advertising, on WMCA, New York. 8-15-40, p. 66.

Salute to the Americas: International promotion for New York World's Fair 1940, on CBS, MBS, and NBC. 5-1-40, p. 73.

Behind the Mike: Radio behind-the-scenes, on NBC-Blue. 9-15-40, p. 73.

Come to New Orleans: Pre-Mardi Gras promotion, on WWL, New Orleans. 2-1-40, p. 74.

Likes & Dislikes: Pro-and-con comments on radio fare built around letters sent in by radio fans, on WSGN, Birmingham, Ala. 4-15-40, p. 44.

Sales Meeting of the Air: Sales meeting broadcast, on MBS. 5-15-40, p. 88.

Take Care of 'Em: Tips on caring for radio receivers, on KLS, Oakland, Cal. 12-15-40, p. 79.

Charity

They Need Shoes: Christmas shoes-for-poor-kids campaign, on WJSV, Washington. 1-1-40, p. 17.

Basket Fund Drive: Food charity promotion, using two mobile units in three-way broadcasts, on WDAY, Fargo, N. D. 1-1-40, p. 55.

Civics & Government

Know Your State: Chats about New York State with guest authors and writers, on WINS, New York. 10-15-40, p. 77.

Report to the Nation: Inside workings of the Federal government, on CBS. 12-1-40, p. 63.

Views & Interviews: Talks with newly elected public officials, on WDRC, Hartford, Conn. 12-1-40, p. 63.

The Mayor Speaks: The mayor reports weekly from his office in City Hall, on KMO, Tacoma, Wash. 12-1-40, p. 63.

It's Happening in Chicago: Dramatized sketches and scenes of Chicago's activities, on WGN, Chicago. 4-15-40, p. 44.

The Undecided Voter: Pre-election feature presenting an undecided voter and representatives of both major parties pleading for his vote, on WINS, New York. 11-1-40, p. 82.

One-Arm Bandits: Anti-slot machine drive, with special programs built around experimental playing of an actual slot machine in the studio, presenting first-hand statistics of play, on WKRC, Cincinnati. 3-1-40, p. 18.

Your Underwriters: Public service series describing the work and services of underwriters, on WCFL, Chicago. 2-15-40, p. 66.

This Work Pays Your Community: Highlights of the work of the professional and service division of the local WPA organization, on KROW, Oakland, Cal. 6-1-40, p. 79.

Immigration Counselor: Explanations of immigration rules and citizenship laws, on KFWB, Hollywood. 5-1-40, p. 69.

Why Children Come to Court: Dramatizations of problems and causes of child delinquency, on WNYC, New York. 7-15-40, p. 68.

Homes for Boys: Sponsored series acquainting listeners with the function of the sponsoring boys' home in salvaging delinquent boys, on WTMJ, Milwaukee. 5-1-40, p. 59.

True Legal Dramas: Promotion for friendly relations between legal profession and general public, on Arizona Network. 3-1-40, p. 67.

Youth in the Toils: Juvenile crime problems and their handling in various states, on NBC. 3-15-40, p. 67.

Hizzoner, the Mayor: Weekly radio appearance of Mayor to answer questions about his stewardship, on KDYL, Salt Lake City. 4-15-40, p. 45.

Hawaii at Work: Inspections of Hawaiian industries, on KGMB, Honolulu. 5-15-40, p. 69.

Let's Talk About Mobile: Listeners offered $1 for facts about city, on WALA, Mobile, Ala. 12-1-40, p. 62.

Contests

Christmas Friendship Quilt Club: Cooperatively sponsored local variety series, built around quilt contest, on WDZ, Tuscola, Ill. 12-1-40, p. 66.

Can You Top This? Listeners offer jokes and professionals try to top them, on MBS. 12-1-40, p. 62.

Lucky Shoe Box: Shoes as prizes in *Pot o' Gold* type telephone giveaway, on WPEN, Philadelphia. 12-1-40, p. 63.

Lucky Town: Different neighboring community named on each program, with residents entitled to write in for premium, on WTRY, Troy, N. Y. 12-1-40, p. 63.

Pin Money From Peoples: Telephone giveaway and recorded music-time signal morning feature, sponsored by Peoples Drug Stores on WMAL, Washington. 11-1-40, p. 70.

Do You Know? Theatre tickets awarded listeners for answering a daily question, with answer given in one of program's commercials, on WROK, Rockfood, Ill. 7-15-40, p. 69.

Scramby-Amby: Audience participation confused-letter contest, on WLW, Cincinnati. 8-15-40, p. 63.

Radio Screen Test: Contest built around recognition of scenes from three currently showing movies, on CKCL, Toronto. 6-1-40, p. 79.

Curfew Time: Listeners try to identify songs, on WCCO, Minneapolis. 2-15-40, p. 67.

Name the Tune: Tune identification contest for listeners, on KSTP, St. Paul, 2-15-40, p. 67.

What Would You Do? Prizes for best solutions to puzzling situations, on CFRB, Toronto; CFCF, Montreal, and CKCO, Ottawa. 2-1-40, p. 75.

Number Please and *Dr. Pepper Silver Dollars:* Telephone prize contests, on WBRC, Birmingham, Ala. 2-15-40, p. 67.

Broadcast: Clue identification contest, sponsored on MBS. 2-1-40, p. 75.

Live 'n' Learn: Listeners win cash for sending in questions and stumping announcer, on CFRB, Toronto. 2-15-40, p. 66.

Mystree Tunes: Cash and groceries to listeners for identifying tunes, on WKRC, Cincinnati. 2-15-40, p. 66.

Musicolor Clues: Listeners participate in decorating a home, identifying colors from musical clues, on CFRB, Toronto. 4-15-40, p. 45.

Sweepstakes: Cash prizes to listeners phoned, with numbers selected through race results, on KFI, Los Angeles. 2-15-40, p. 66.

Crackpot College: Audience volunteers do "problems" posed by board of five judges, i.e., read sample commercials, with cash prizes for satisfactory performances, on WEEI, WPRO, WDRC, WMAS, WORC. 9-1-40, p. 84.

Stork Club: Feature of early morning session, with local jeweler giving gold band ring to babies born 6-9 a. m. while Gordon Hittenmark is on the air, on WRC, Washington. 10-15-40, p. 76.

Song Puzzles: Stump-the-singer contest, on KECA, Los Angeles. 2-15-40, p. 66.

Sporto: Bingo type contest with a sports angle, on WGL, Fort Wayne, Ind. 4-1-40, p. 74.

Missing Letters: Word identification contest, on WRVA, Richmond, Va. 3-1-40, p. 66.

Guest of the Week: Free dinners, flowers, theatre tickets and cab in big night out for lucky listener picked from city directory each week, on KOB, Albuquerque, N. M. 3-15-40, p. 66.

How to Enter Contests and Win: Quarter-hour interviews with contest expert, on WTIC, Hartford, Conn. 9-1-40, p. 38.

Dollars & Sense: Information on current contests on CBS and station, on WGAR, Cleveland. 11-1-40, p. 82.

For Contestants Only: Weekly quarter-hour resume of all local and national radio contests on the station, on KVOO, Tulsa, Okla. 4-15-40, p. 44.

Contest Offers: Roundup of merchandising contest offers on station, on KSTP, St. Paul. 3-1-40, p. 67.

Drama

A Friend in Deed: Daily dramatizations honoring humanitarians whose kind deeds have resulted in widespread good, on CBS. 8-15-40, p. 62.

Youth Tells Its Story: Dramas on youth's problems, on NBC-Blue. 6-1-40, p. 79.

Policewoman Christie: Dramas built on rehabilitation of women who ran afoul the law, on KMPC, Beverly Hills, Cal. 12-1-40, p. 63.

Scientific Crime Detectives: Crime thrillers of a scientific nature, on WHAT, Philadelphia. 11-15-40, p. 61.

The Deacon: One-man show depicting life in a small town, on WGN, Chicago. 4-1-40, p. 74.

Footlight Forum: Second-nighters' reviews of Broadway plays, on WMCA, New York. 12-1-40, p. 63.

Lineup of Wanted Values: Sponsor's merchandise presented in police lineup style in solid quarter-hour commercial, on KDYL, Salt Lake City. 5-15-40, p. 70.

SS Fiesta: Drama-variety show built around a mythical pleasure ship, on KGO, San Francisco. 5-15-40, p. 70.

Dad's Family: Family drama, with characters based on Papa, Mama and Junior bottle sizes put out by beverage sponsor, on WCFL, Chicago. 7-1-40, p. 55.

Dramatic Laboratory: Low-cost weekly dramatic show, on WFIL, Philadelphia. 8-15-40, p. 62.

Happy Holmes Family: Transcribed 30-second dramatized showettes, built around a typical family's life, sponsored on 18 Southwest stations. 8-1-40, p. 111.

That Little Word . . . If: Dramatizations of tremendous trifles that have changed the course of history, on WAAF, Chicago. 11-1-40, p. 83.

Secret Diary: Woman's serial, sponsored by dairy on WKRC, Cincinnati. 1-15-40, p. 42.

Listeners' Playhouse: New radio writings and experimental production technique, on NBC-Red. 7-1-40, p. 42.

Let's Take Stock: Summer theatre feature, on WMBG, Richmond, Va. 7-1-40, p. 43.

Who Knows? Dramatizations dealing with psychic phenomena, on MBS. 3-15-40, p. 52.

Reviewing the Critics: Condensed resumes of drama critics' reviews of first-night dramas, on WMCA, New York. 3-15-40, p. 67.

Tonight's Best Story: Half-hour plays based on tales appearing in *Story* magazine, on WHN, New York. 4-15-40, p. 79.

First Nighter: Dramatic series with theatre background, on CBS. 1-1-40. p. 20.

Education—Arts & Science

Hearts Repaired: Domestic problems feature preaching against divorce, on KFWB, Hollywood. 7-15-40, p. 68.

Luck: Commentary program based on phenomenal cases of human luck, on KSAN, San Francisco. 2-15-40, p. 67.

Your Voice & You: Studies of personality traits and their effect on the voice, on NBC-Blue. 8-15-40, p. 62.

Nancy Prentice Mothers Club: Discussions of child psychology, on Arizona Network. 3-1-40, p. 66.

Come Dance Through the Ages: Instruction in dancing of various types, accompanied by music and historic background of each dance, on WQXR, New York. 7-15-40, p. 68.

Ask the Scientist: Syracuse U professors answer scientific queries of listeners, produced by Syracuse U Radio Workshop. 3-1-40, p. 78.

Your Children: Child training, along with kid's poems offered by listeners and parents, on WOAI, San Antonio, Tex. 3-15-40, p. 67.

Listen & Live: Red Cross safety series, on NBC-Blue. 8-1-40, p. 139.

Art for Men: An artist conducts non-technical discussions of painting, with exhibits in the studio, on KOY, Phoenix, Ariz. 2-15-40, p. 68.

Who Are You? Genealogical feature, originated by WOL, Washington, for MBS. 7-1-40, p. 43.

Masterpieces of Art: Discussion series on art and artists, on WNYC, New York. 8-15-40, p. 62.

America Flies: Flying instruction feature, incorporating practical flying with theory, on WCAU, Philadelphia. 9-1-40, p. 84.

United We Stand: Educational series based on contributions of various regions to U. S. social, economic, or cultural life, succeeding *Democracy in Action* series on CBS. 7-1-40, p. 63.

Up & Down the Scale: Music-drama educational series on lives of great composers, on WKBN, Youngstown, O. 1-15-40, p. 56.

Looking Up: Pointers on star-gazing and stories of the heavens, originated for CBS by WBBM, Chicago. 5-15-40, p. 70.

Unlimited Horizons: Advancements in science, on KGO, San Francisco. 11-15-40, p. 60.

This Language of Ours: Listeners' observations on mispronunciations of announcers analyzed by speech expert, on CHAB, Moose Jaw, Sask. 2-1-40, p. 74.

Labor Court: To promote public interest in principles of arbitration for industrial disputes, actual arbitration cases are tried by a radio labor board, with full legal recognition, on WMCA, New York. 7-15-40, p. 69.

Say It Right: Guidance in speaking English, on WOV, New York. 3-15-40, p. 67.

Scales of Justice: Legal discussions of interest to laymen, on WSGN, Birmingham, Ala. 3-1-40, p. 74.

Gaslights & Bustles: Gay 90's songs, history and variety entertainment, on WGAR, Cleveland. 3-1-40, p. 66.

XUM

Milestones in History: Stories of great world monuments built of stone, sponsored by monument manufacture association, on KSL, Salt Lake City. 2-1-40, p. 77.

Radiographics: Narrations and dramatizations of incidents in Arkansas history, on KARK, Little Rock. 2-1-40, p. 74.

Flashback: Thrice-weekly five-minute narration of past history, on WGAR, Cleveland. 10-15-40, p. 76.

Famous Naval Men & Ships of History: Narrations of exploits of U. S. naval vessels and their commanders in war and peace, on Colonial Network. 7-15-40, p. 69.

The 'Teen Age: 25-years-ago feature, on WSB, Atlanta. 5-1-40, p. 69; 8-1-40, p. 138.

Chalk Dust Trail: Dramatizations of historical beginnings of local public schools, on WKRC, Cincinnati. 5-1-40, p. 69.

Trails, Rails and Waterways: Yarns about transportation development in Old and New West, on KLS, Oakland, Cal. 12-15-40, p. 79.

The American Treasure Chest: Exhibition and explanation of art objects, on KPO, San Francisco. 4-1-40, p. 75.

Where Are You From? Scientific analysis of speech used by members of studio audience, on WQXR, New York. 1-1-40, p. 55.

Employment

How To Make Money: Tips on how to make extra income, on WEEI, Boston. 3-1-40, p. 66.

Vocational Home Economics: Expert discussions of vocational opportunities for young women trained in home economics, on KRE, Berkeley, Cal. 5-1-40, p. 68.

Pin Money Party: Tips to women on how to earn money on their peculiar talents, on NBC-Red. 10-15-40, p. 78.

Men Over 40: Radio clinic to explore the opportunities for employment of men and women over 40, on WJSV, Washington. 2-15-40, p. 67.

Diplomas & Jobs: Vocational guidance series, on WNYC, New York. 2-15-40, p. 83.

Matching Jobs and Men: Interviews with department heads, representing employers, and jobseekers, on KFBB, Great Falls, Mont. 2-15-40, p. 68.

Entertainment

Off the Sound Track: Broadcasts of actual chunks of current movie at local theatre, on KLZ, Denver. 4-1-40, p. 75.

San Francisco After Dark: News of local nighttime entertainment, on KFRC, San Francisco. 9-1-40, p. 84.

Amusement Page of the Air: Summer visitors' feature, designed as guide to recreation, on WBAB, Atlantic City. 8-1-40, p. 139.

Tonight in Nashville: Announcements of city activities and attractions, on WSIX, Nashville, Tenn. 6-1-40, p. 79.

Theatre Reporter: Daily five-minute program of screen news and comment, part of a theatre-station reciprocal promotion tieup, on KOA, Denver. 3-1-40, p. 34.

Farm

The 4-H Club Round-Up: Quarter-hour weekly transcribed interviews with 4-H leaders and members, on WNAX, Yankton, S. D. 7-1-40, p. 42.

Home on the Farm: Everyday happenings on the farm, originated in farm home, sponsored on Midwest stations. 12-1-40, p. 13.

A Night at the Grange: Transcribed coverage of weekly Grange meetings, including quiz feature, on WCLO, Janesville, Wis. 6-1-40, p. 79.

Farmside Chat: Rural information for both field and kitchen, on WSAZ, Huntington, W. Va. 5-1-40, p. 68.

The Citrus Forum: General information of interest to citrus growers, daily on KGER, Long Beach, Cal. 2-15-40, p. 67.

Dinner Bell: Agricultural feature, with music and instruction, on Arizona Network stations. 6-1-40, p. 78.

Farm Journal: Everything for the farmer, from legislation to weather, on KSFO, San Francisco. 3-15-40, p. 66.

Fashions & Shopping

Women Worth Knowing: Tony clothes show for women, sponsored by The Tailored Woman on WQXR, New York. 10-1-40, p. 73.

Good Buy: Housewives and store buyers discuss mutual shopping problems, on KSTP, St. Paul. 10-1-40, p. 73.

Rackets that Rob: Expose of merchandising rackets, on KOMA, Oklahoma City. 4-1-40, p. 74.

Notes for Milady: Comment on feminine subjects from a man's point of view, on KARM, Fresno, Cal. 6-1-40, p. 78.

Fashion Window: Feminine shopping program, on KPO, San Francisco. 8-1-40, p. 139.

Around the Town: Descriptions of items and prices in local stores, designed to entice out-of-towners to come to local shops, on WJTN, Jamestown, N. Y. 3-15-40, p. 66.

Merchant of Venus: Tips on feminine charm by manager of a model agency, on WBNX, New York. 6-15-40, p. 58.

Around the Christmas Tree: Shoppers' guide to Christmas buying, on KGO, San Francisco. 12-15-40, p. 79.

Food

The World at Your Table: Houswives' quiz on foods and drinks, on CFRB, Toronto. 11-1-40, p. 83.

What Shall I Have for Dinner? Menu planning and educational hints on food and wine, on KMPC, Beverly Hills, Cal. 2-15-40, p. 67; 11-15-40, p. 61.

Dinner at Home: Informal talks on food and the art of making the most of it, on WOR, Newark. 2-15-40, p. 66.

How to Market: Advice to housewives in selecting fruits and vegetables, on CFCF, Montreal. 4-15-40, p. 44.

Health

Learning to See: Actual case records of optometrists' patients, sponsored by two optometrists on KROW, Oakland. 11-1-40, p. 83.

Pathfinders of Medicine: Stories of great doctors through the ages, on KTSM, El Paso, Tex. 8-1-40, p. 138.

Guardians of Public Health: Discussions of local health problems, on WPEN, Philadelphia. 3-1-40, p. 66.

Health Club: Exercise-diet program with club tiein, sponsored by bakery on KOMO, Seattle. 5-15-40, p. 78.

March of Health: True-to-life dramatizations of stories dealing with public health, on MBS. 2-15-40, p. 67.

Health Discoveries: Chronicles of outstanding discoveries in medical history, on KYA and KFRC, San Francisco. 2-15-40, p. 67.

Today's Hospitals: Radio visits to local hospitals to describe medical techniques and functions, on KPQ, Wenatchee, Wash. 6-15-40, p. 58.

Daylight Saving & Health: Discussions of the health aspects of the daylight saving plan, on WTMJ, Milwaukee. 12-15-40, p. 78.

History

Lest We Forget: Parallels between World Wars I and II, on CFCF, Montreal. 11-1-40, p. 83.

Forty Years Ago Today: Daily sponsored feature plugging 40th anniversary sale of a local furniture store, on WHBQ, Memphis. 6-15-40. p. 38.

Mothers of Vision: Life stories of famous mothers, on KROD, El Paso, Tex. 9-1-40, p. 84.

Campfire Embers: Tales of legendary figures in Southwest history, on WKY, Oklahoma City. 11-1-40, p. 82.

Your California: State historical series, on KSFO, San Francisco. 4-15-40, p. 45; 7-15-40, p. 38.

Pan-Americana: Stories of men who helped develop Latin America, on WSB, Atlanta. 10-15-40, p. 78.

Your Irish Name: History and origin of different Irish names submitted by listeners, on KYA, San Francisco. 10-15-40, p. 78.

St. Louis Vignettes: Glimpses of local history, on KSD, St. Louis. 5-1-40, p. 68.

Gopher Tales: Pioneer Minnesota stories, on KROC, Rochester, Minn. 5-15-40, p. 69.

American Treasure Chest: Stories of heirlooms, on KPO, San Francisco. 6-15-40, p. 58.

Old New York: Information about the city through historical background, directed at World's Fair visitor; also *Know Your New York*, giving present-day features of the city, on WNYC, New York. 6-15-40, p. 58.

Homes & Gardens

Saturday Morning Party: Unhelpful hints for housewives and other wackies, on KNX, Hollywood. 10-15-40, p. 78.

Adventures of a Modern Mother: Dramatizations of situations met in her daily life by every mother, on NBC-Blue. 10-15-40, p. 77.

Woman's Viewpoint: Housewive's feature incorporating interviews with local colored cooks, covering current affairs as well as culinary topics, on WSPA, Spartanburg, S. C. 8-1-40, p. 139.

The Homemaker Speaks: Local experts answer questions on home problems, on WMBG, Richmond, Va. 8-1-40, p. 138.

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Woman of Tomorrow: Big city housewives' feature, conducted by Alice Maslin on WJZ, New York. 11-1-40, p. 46.

What, No Architect? Architects discuss home building and remodeling problems, on KNX, Hollywood. 5-15-40, p. 68.

Builders' Clinic: Talks by prominent architects, builders and contractors, on KOY, Phoenix, Ariz. 2-15-40, p. 67.

Honeymoon Cottage: Quiz contest for newlywed couples, with prizes ranging from a house to furniture, on KFRC, San Francisco, and KQW, San Jose. 5-15-40, p. 68.

Radio Garden Club: Tips to amateur gardeners, on WOR, Newark. 1-1-40, p. 55.

Garden Journal of the Air: Hints on window-box and soilless gardening, on WQXR, New York. 4-15-40, p. 45.

Yours for Better Living: Realtors give small landiwners inside tips on property management and financing, on KXOK, St. Louis. 12-15-40, p. 79.

Interviews & Forums

Thought Barrage: Daily quarter-hour including a "thought barrage" message, designed to make listeners concentrate will and minds on the idea of vistory, on CFCF, Montreal. 8-1-40, p. 139.

A Penny for Your Thoughts: Passers-by relate their impromptu thoughts in exchange for a penny from man-on-street, on WINS, New York. 11-1-40, p. 83.

Men Behind the Ads: Discussions on advertising techniques, on WOV, New York. 7-15-40, p. 69.

Voices of Today and *Voices of Tomorrow:* Local civic leaders and school pupils on two programs supplementing station's *Voices of Yesterday* series, on WNOX, Knoxville, Tenn. 3-1-40, p. 67.

What You Should Know: Discussions of insurance problems on audience participation basis, on WEVD, New York. 4-1-40, p. 75.

Youth in the Toils: Youth's troubles with the law, with listener forums held in conjunction with program, on KGO, San Francisco, and NBC-Blue. 6-1-40, p. 79.

Artists in Overalls: Interview-surveys of local industrial concerns, on WKRC, Cincinnati. 5-15-40, p. 69.

Irish Magazine of the Air: Participating Irish feature offering Irish farthings to listeners, on WDAS, Philadelphia. 7-1-40, p. 39.

Airport Interview: Airport interviews with plane passengers, sponsored by Roscoe Turner, on WIBC, Indianapolis. 6-1-40, p. 71.

Time to Kill: Staff members "just talk" for 15 minutes about everything from listeners' queries to personal opinions, on WCKY, Cincinnati. 11-1-40, p. 83.

Rowdy Revue: Potpourri built around introductions to "people you'd hate to know", on WEEI, Boston. 11-15-40, p. 61.

Missionary Mail Bag: Shortwaved feature transmitting messages from relatives and friends to missionaries in far-away lands, on KGEI, San Francisco. 7-1-40, p. 43.

What's New? Woman's commentary program, with vacationing Nancy Grey sending back transcribed interviews and descriptions, on WTMJ, Milwaukee. 1-1-40, p. 55.

The People's Forum: Informal roundtable discussions, with listeners participating via telephone, on WMBD, Peoria, Ill. 6-1-40, p. 79.

Brickbats & Bouquets: Interviews with station personalities, on KTSA, San Antonio. 10-1-40, p. 73.

Presidential Poll: Anonymous man-on-street presidential poll, on WDZ, Tuscola, Ill. 5-15-40, p. 70.

Oklahoma Speaks: Cross-section of opinion on questions of the day, gathered through a six-station Oklahoma Network pickup. 5-15-40, p. 69.

Look at the Facts: St. Louis U faculty members discuss background of world complications, on WEW, St. Louis. 7-1-40, p. 42.

Three International Ladies: Happenings abroad from a woman's standpoint, discussed by three female emigres, on WAAF, Chicago. 9-15-40, p. 72.

On With the Argument: Political debate series, with representatives of both sides' candidates on same platform, on WHN, New York. 9-15-40, p. 74.

Man on the Wharf: Interviews from the Santa Cruz municipal wharf, on KDON, Monterey, Cal. 9-15-40, p. 73.

Echo Interviews: Transcribed man-on-street interviews, on WHOM, Jersey City, N. J. 6-1-40, p. 79.

Jungle Journal: Weekly talks on animal life and interviews with big game hunters, on WPEN, Philadelphia. 4-15-40, p. 79.

The Public Jury: Public opinion on matters of current interest, on WMBD, Peoria, Ill. 4-1-40, p. 74.

Community House: Interviews, talks and calendars of local organizations, on KROW, Oakland, Cal. 3-1-40, p. 67.

Traveling Microphone: Airport interviews with prominent air travelers, on WLAC, Nashville. 2-15-40, p. 67.

Who's In Denver Tonight? Hotel interviews with prominent Denver visitors, on KOA, Denver. 3-1-40, p. 67.

Sidewalk Sessions: Passersby discuss controversial issues of the day with man-on-street, on KSCJ, Sioux City, Ia. 9-15-40, p. 73.

From Bucks County Playhouse: Backstage interviews with visiting stage and motion picture personalities at summer theatre, on WIP, Philadelphia. 7-1-40, p. 42.

Luncheon at the Waldorf: Actress Ilka Chase interviews persons invited to lunch at New York's Waldorf-Astoria, sponsored for Camel cigarettes on NBC. 2-15-40, p. 86.

Johnson Night: Special programs and promotion for annual get-together of all the Johnsons in Minnesota, conducted by Rollie Johnson, sports commentator, on WCCO, Minneapolis. 2-1-40, p. 75.

You Might Be Right: Public forum discussion, on WFAA, Dallas. 1-15-40, p. 72.

Men at Work: Remoted interviews with workmen in various occupations while they are on their jobs, on WCMI, Ashland, Ky. 2-15-40, p. 66.

New York City Forum: Weekly public forum series, on WMCA, New York. 1-1-40, p. 55.

Juvenile

Spotlight on Youth: Showcase for young Hollywood talent, on NBC-Pacific Blue. 9-1-40, p. 84.

Koko, the Storybook Man: Transcribed dramatized nursery rhymes, on KYA, San Francisco. 12-1-40, p. 62.

Listen, America, Now: Kids discuss current problems, on WMCA, New York. 12-1-40, p. 62.

King Arthur Jr.: Adventure thriller for children, on NBC-Blue. 12-1-40, p. 63.

Boy Scout Troop of the Air: Boy Scout feature designed for physically handicapped boys and others living in remote areas, on KFI, Los Angeles. 7-1-40, p. 42. Similar program also on WSAI, Cincinnati, 8-1-40, p. 138.

Friends Student Radio Club: Annual kiddie show, on WAAB, Boston. 9-1-40, p. 84.

Uncle Harry's Jamboree: Juvenile talent show, built around safety crusade for children, on WGN, Chicago. 12-1-40, p. 63.

Jolly Joe's Junior Jamboree: Kiddie talent feature, on WGN, Chicago. 7-1-40, p. 43.

Yankee Doodle Goes to Town: Juvenile show promoting Americanism, on WHK, Cleveland. 9-1-40, p. 84.

The Postcard Lady: Juvenile feature built around letter-exchange club idea, on WHAM, Rochester, N. Y. 8-1-40, p. 139.

Loahna & Her Dolls: Children's program featuring stories of a real 13-year-old girl about her doll collection, on KOA, Denver. 6-1-40, p. 78.

The In-Betweeners: Music-comedy feature for teen-age graduates of station's childrens' programs, on WCAU, Philadelphia. 11-1-40, p. 82.

Story of Bud Barton: Juvenile serial on boyhood pranks, on NBC-Blue. 1-1-40, p. 55.

Literature

Once in Minnesota: Dramatic adaptations of novels by well-known Minnesota writers, on WCCO, Minneapolis. 10-15-40, p. 76.

Shapes That Haunt the Dusk: New angles on vampire legends, on WHIP, Hammond, Ind. 5-15-40, p. 70.

Midget Story Hour: Broadcasts of original stories, on KROD, El Paso, Tex. 8-15-40, p. 62.

Authors as People: Dope on books and authors, on WAAF, Chicago. 5-15-40, p. 69.

Cozy Corner: Poetry against organ background, on WJJD, Chicago. 6-1-40, p. 78.

Excerpts & Postscripts: Condensed versions of magazine articles and stories, on WNEW, New York. 3-15-40, p. 66.

Fun In Print: Literary quiz program, on CBS. 4-15-40, p. 83.

Life & Works: Dramatizations of American novels of 18th and 19th Century, on WNYC, New York. 3-15-40, p. 78.

Once Upon a Midnight: Dramatizations of Edgar Allen Poe stories, on KECA, Los Angeles. 4-1-40, p. 75.

The Clock Strikes Twelve: Musical background for poetry and prose pertaining to night, on WGL, Fort Wayne, Ind. 1-15-40, p. 72.

This Is the Story: Full-length book narrations, on WKY, Oklahoma City. 7-15-40, p. 28.

Music & Variety

All Night Club: All-night request feature, on WMCA, New York. 12-1-40, p. 34.

This Is the Show: Weekly variety series, on NBC-Pacific Blue. 12-1-40, p. 63.

Store Family Show: Department store sponsor's employes perform, on WFIL, Philadelphia. 12-1-40, p. 63.

The Worry Hour: Scientific aids to worry, with lampooning by Phineas Fret, on WSM, Nashville. 3-15-40, p. 67.

Cabin in the Cotton: Negro feature, on WKY, Oklahoma City. 11-15-40, p. 60.

Stars of Tomorrow: Semi-pro talent broadcasts, on KIEV, Glendale, Cal. 2-1-40, p. 74.

Home Talent Barn Dance: Supplementary afternoon *Barn Dance* show featuring acts from home talent productions, on WLS, Chicago. 3-15-40, p. 75.

Starlet March to Fame: Amateur variety show, with movie studio tie-in, on KECA, Los Angeles. 5-1-40, p. 68.

Alpine Varieties: Music-variety series starring guest appearances by top-ranking talent making other local appearances, on KMOX, St. Louis. 5-15-40, p. 70.

Logan County King Koal Variety Show: Mining safety gospel, built around amateur variety entertainers, on WLOG, Logan, W. Va. 7-15-40, p. 69.

Morn Patrol: Early-risers' feature incorporating a salute to a listening family each day, on WCKY, Cincinnati. 8-1-40, p. 139.

Central Prison Varieties: Prison inmates in variety acts on weekly half-hour, on WRAL, Raleigh, N. C. 8-1-40, p. 130.

New Voices of 1940: Showcase for new talent, on CBS-Pacific. 9-1-40, p. 84.

Tune Out Time: Unrehearsed, unauditioned talent from studio audience performs, on KECA, Los Angeles. 7-1-40, p. 43.

Song Writers' Clinic: Amateur songwriters broadcast their own compositions and receive expert criticism, on KGVO, Missoula, Mont. 7-1-40, p. 42.

Meet the Maestro: Guest appearances by leaders of visiting name bands, arranged cooperatively with local ballroom, on KROW, Oakland, Cal. 5-15-40, p. 68.

Radio Periscope: Music, interviews with local debs, and tributes to four local citizens making noteworthy accomplishments during preceding week, on WWL, New Orleans. 7-1-40, p. 43.

Rhapsody of Marches: Band music series to satisfy listeners' request for marches, et cetera, on WIP, Philadelphia. 9-15-40, p. 72.

Open House: Morning woman's variety show, on KMPC, Beverly Hills, Cal. 5-1-40, p. 68.

I Know What I Like: Famous personalities tell their musical preferences, on WQXR, New York. 10-15-40, p. 76.

Things 'n' Stuff: Sustaining show featuring singing cop, on WHK, Cleveland. 1-1-40, p. 55.

Siesta: Early afternoon transcribed Spanish music, on WGL, Fort Wayne, Ind. 8-15-40, p. 63.

Figures in Music: Corset-selling popular music series, on WDRC, Hartford. 10-15-40, p. 77.

Alphabetical Melodies: Sunday morning half-hour, each program consisting of tunes under one alphabetical heading, on WSIX, Nashville. 8-15-40, p. 62.

Mid-Morning Jamboree: Diversified morning entertainment for housewives, on KECA, Los Angeles. 5-15-40, p. 70.

Chariot Wheels: Sunday evening spirituals by a Negro choir, on WSB, Atlanta. 8-15-40, p. 63.

The Golden Hour: Drama, music, news and variety, incorporating transcribed sequences with live talent, on KSRO, Santa Rosa, Cal. 1-1-40, p. 55.

Words About Music: Recorded music illustrating development of pop tunes and changes in style of leading bands, on WOV, New York. 9-15-40, p. 72.

From Long Hair to Short Hair: Musical extremes of a central theme, i.e., classical selection followed by a modern pop tune derived from it, on WSGN, Birmingham, Ala. 8-15-40, p. 63.

Insomnia Club Breakfast Hour: Morning participating potpourri, on KFAC, Los Angeles. 12-15-40, p. 78.

Sing With Your Favorite Band: Young singers auditioned on the air with accompaniment by their favorite orchestras via recordings, on KMPC, Beverly Hills, Cal. 6-1-40, p. 78.

Songs of the Seven Million: Music of the different language groups in New York City, on WNYC, New York. 6-15-40, p. 59.

Melody Express: Imaginary musical train journey, on KOY, Phoenix, Ariz. 5-1-40, p. 68.

Sing a Song With Mike: Theatre-goers sing songs, individually and collectively, accompanied by theatre organ, on KMPC, Beverly Hills, Cal. 11-1-40, p. 82.

Announcements in Rhythm: Commercials woven in with background of music, on WPEN, Philadelphia. 11-15-40, p. 60.

Do You Remember? Musical show featuring tunes of the past that never attained widespread popularity, on WELI, New Haven, Conn. 7-1-40, p. 43.

Summer Song Shop: Musical series using BMI selections exclusively, on KDYL, Salt Lake City. 9-1-40, p. 84.

Piano Facts & Fancies: Commercial piano copy and a practical keyboard demonstration direct from sponsoring music store, on WDAS, Philadelphia. 9-15-40, p. 72.

Insomnia Club of the Universe: Midnight to 6 a.m. music and patter feature, on KFAC, Los Angeles. 6-15-40, p. 45.

Hymns From the Fireside: Salvation Army singing, on WSB, Atlanta. 10-15-40, p. 78.

Music Publishers' Workshop: Previews of "song hits of week after next", through special arrangement with music publishers, on WOV, New York. 10-15-40, p. 76.

Rising Son: Early-morning getter-up, on WABC, New York. 8-1-40, p. 128.

Pictures in the Air: Music appreciation feature, with prizes for best letters on what pictures a specified selection brings to mind, on KDKA, Pittsburgh. 3-15-40, p. 66.

Musical Nightcap: Midnight musical hour, with certain nights given to special treatment, i.e., Gay 90's, Round-Up (Western), on WIP, Philadelphia. 3-1-40, p. 74.

Your Program: Musical programs suggested completely by listeners, on WCKY, Cincinnati. 2-15-40, p. 66.

Early Bird: All-request program, with requests made blind by record number rather than title, on WKBN, Youngstown, O. 3-15-40, p. 66.

On the Harpsichord: Harpsichord recitals by Yella Pessl, on CBS. 6-15-40, p. 59.

Our Musical Heritage: American music and discussions of its evolution, on KGO, San Francisco. 8-1-40, p. 139.

Lyrics for Leap Year: Light, sophisticated musical feature, on KGO, San Francisco. 3-1-40, p. 67.

Alfred Becker Presents: Broadcasts of the music of aspiring composers, on Arizona Network. 2-15-40, p. 66.

Corn on the Cob: Music on old-time records, with semi-humorous script, on WOV, New York. 9-1-40, p. 84.

Console Capers: Organ music, along with song title contest, daily winners getting table model radio for best "song story", on WFIL, Philadelphia. 9-1-40, p. 84.

WGN Symphonic Hour: Local civic and social groups invited to listen to staff concert orchestra, on WGN, Chicago. 5-15-40, p. 68.

920 Club: Seven-hour daily music-commercial show, on WORL, Boston. 2-15-40, p. 69.

Music of the Masters: Classical music program for which a "Music of the Month" booklet is sent listeners, on KRE, Berkeley, Cal. 5-15-40, p. 68.

Dancing Through the Years: Old dance tune feature, on WAAF, Chicago. 2-1-40, p. 74.

'Round the Town Dancing Party: All-request recorded program, with novel method of selecting requests, on WHMA, Anniston, Ala. 2-15-40, p. 66.

Local Color: Music by local artists whose names are in station files, but who have not been called for regular stints, on WMAL, Washington. 1-15-40, p. 73.

Folk Music of Europe: Native music of European countries, originated by Kentucky U studios for Southern MBS network. 1-1-40, p. 66.

News

Trailer Wedding: Special event pickup and promotion of actual wedding in trailer camp, on WSPB, Sarasota, Fla. 1-1-40, p. 55.

Morning Paper & Coffee: News items read from morning paper, originating at breakfast table of visited home each morning, on KRIC, Beaumont, Tex. 12-1-40, p. 62.

The Curious World: Out-of-the-ordinary news stories, on NBC-Pacific Blue. 12-1-40, p. 62.

Reporter Without Portfolio: Weekly quarter-hour commentaries on odd places, people and things, on KECA, Los Angeles. 9-1-40, p. 84.

News Ace: News commentary series built around identifying sponsor symbol, sponsored by drug chain on Midwest stations. 10-15-40, p. 82.

Where's the Fire? Special announcements on fire locations, broken into programs whenever fire alarm sounds, on KFAR, Fairbanks, Alaska. 7-15-40, p. 68.

For the Home Folks: Daily afternoon hour on which studio visitors talk to their folks at home, on CFGP, Grande Prairie, Alta. 7-15-40, p. 68.

Tomorrow-Today: News commentaries in dialogue between man and woman newshawks, on WBNX, New York. 8-1-40, p. 138.

Examiner Schoolcast: Weekday newscast for school kids, with *Los Angeles Examiner* cooperating, on KFWB, Hollywood. 11-15-40, p. 60.

Small Town Stuff: Observations about folks and things in the village by a weekly newspaper editor, on WTRY, Troy, N. Y. 10-1-40, p. 72.

Girl Reporter: News with a feminine slant gathered and broadcast by a girl reporter, on KROW, Oakland, Cal. 7-1-40, p. 42.

The News in Norwegian: Norwegian-language news feature, on WDAY, Fargo, N. D. 5-15-40, p. 69.

Copydesk: Newspaper makeup revealed through two-way conversations between editor and staff, on WINS, New York. 5-15-40, p. 69.

New Citizens: Greetings to community's newest citizens, on WHBC, Canton, O. 7-15-40, p. 69.

Almanac of the Air: Weather reports, along with household and historical information, odd bits of philosophy and literature in country almanac style, on Texas State Network. 1-15-40, p. 73.

His Majesty, the Baby: Birth announcements, on WSPD, Toledo, O. 6-1-40, p. 78.

Chronicle News Conference: San Francisco Chronicle departmental editors relate best news story crossing their desks each day, on KGO, San Francisco. 5-1-40, p. 69.

Negro Newspaper of the Air: Weekly roundup of Negro news, sponsored by Negro newspaper on KFOX, Long Beach, Cal. 8-15-40, p. 63.

Across the Desk: News from a business man's point of view, on WING, Dayton, O. 10-15-40, p. 77.

Nebraska in the News: News of Nebraska, nationally and locally, on KGNF, North Platte. 3-15-40, p. 67.

The Social Whirl: Gossip and fashions, on KPO, San Francisco. 12-15-40, p. 79.

Hollywood Roundup: Movie gossip, on KYA, San Francisco. 12-15-40, p. 79.

It Could Have Been You: Unusual human interest stories, on WSB, Atlanta. 12-15-40, p. 79.

Stop That Story: Quarter-hour news drama built around stories the cooperating newspaper was asked not to print, on WCCO, Minneapolis. 12-15-40, p. 78.

Speaking America's Mind: Editorials from newspapers in various sections of the country broadcast without comment, on WHBQ, Memphis. 6-15-40, p. 58.

Sunday Editor: General commentary on community news by a visiting North Carolina editor, on WPTF, Raleigh. 3-1-40, p. 67.

Of News & Interest to Colored People: Regular feature for Negro listeners, on WMAZ, Macon, Ga. 4-15-40, p. 79.

Once Over Lightly: Humorous slant on news of the day, on KHJ, Los Angeles. 7-1-40, p. 43.

Town Crier: Five-weekly activity announcement feature, on WMBD, Peoria, Ill. 1-15-40, p. 73.

What's New: New items in everything from books to women's clothing, on KSTP, St. Paul. 11-15-40, p. 60.

Sound Camera of the Air: Two-voice quarter-hour news digest, using transcribed quotations, on WDAY, Fargo, N. D. 3-15-40, p. 66.

Headlines that Happened: Dramatizations of important news events of past years, on KOY, Phoenix, and Arizona Network. 5-15-40, p. 70.

News Quotations: Actual transcribed quotes worked into news broadcasts, on KOIL, Omaha. 2-1-40, p. 74.

Catholic News: Reports of Catholic activities in the nation, state and city, on KSTP, St. Paul, and Minnesota Radio Network stations. 1-15-40, p. 73.

The Trouble Shooters: General aid program, from job-finding to dog-finding, on WHKC, Columbus, O. 6-1-40, p. 98.

We, the Women: Digests of women's news, on WGN, Chicago. 6-15-40, p. 58.

News & Values in Shoes: Sponsored commentary on shoe styles and values, on KFI, Los Angeles. 9-1-40, p. 34.

March of Events of 1939: Cooperative radio-newspaper revue of 1939 headlines, on KSFO, San Francisco. 1-15-40, p. 82.

Headline Hokum: Propaganda debunker, on Don Lee Network. 2-15-40, p. 67.

Voice of the Weather: Daily five-minute all-inclusive weather reports, on WCAU, Philadelphia. 1-15-40, p. 72.

Patriotic & National Defense

Wake Up America: Forum discussions of current national problems, sponsored on MBS. 9-1-40, p. 89.

It Happened There: Emigrants tell the story of the dictators' march through Europe, on WEVD, New York. 8-15-40, p. 62.

Americans All: Interviews with immigrants seeking U. S. citizenship and advice to help them get their citizenship papers, on KSFO, San Francisco. 9-15-40, p. 74.

Our Southern Neighbors: Good neighbor series on Latin American theme, on WFIL, Philadelphia. 12-1-40, p. 62.

A Salute to the 157th: Salute series for local boys at Fort Dix, N. J., on WBAB, Atlantic City. 10-15-40, p. 78.

This Might Be You: Series showing privileges enjoyed by labor in this country, produced in cooperation with Labor Department, on MBS. 7-1-40, p. 63.

Letters From a Hicks Field Flying Cadet: Sunday afternoon son-to-mother epistles, on WBAP, Fort Worth. 10-15-40, p. 76.

American Parade: Dramatizations of national defense problems, on WNYC, New York. 10-15-40, p. 77.

How Ya Doin' in Roanoke?

Sidewalk salesmen have their points, but there's a far better way of getting attention for *your* product here in the rich, responsive Roanoke area! And that's via the air-waves of WDBJ! You see, this market of more than two-and-a-half million people (who spend over $400,000,000 at retail a year!) depends largely on WDBJ for *clear* radio reception!

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Citizens of Tomorrow: Weekly series dedicated to youth of America, built around newspaper contest and playing to student audience, on WGN, Chicago. 12-1-40, p. 62.

Army Hour: Half-hour variety show featuring troop talent from Fort Benning, Army post, on WRBL, Columbus, Ga. 4-1-40, p. 74.

Soldiers' Quiz: Entertainment by enlisted men at Camp Edwards, on WAAB, Boston. 11-1-40, p. 82.

Young American's Club: Patriotic juvenile series, on WROK, Rockford, Ill. 10-1-40, p. 73.

Of Stars & Stripes: Patriotic feature, on WCAU, Philadelphia. 9-15-40, p. 73.

Philadelphia Prepares: Weekly report on progress of preparedness preparations in Philadelphia area, on WCAU, Philadelphia. 8-15-40, p. 63.

This Is My Land: Patriotic salutes to America, on CBS. 9-1-40, p. 85.

Let Freedom Ring: Americana in song and drama, on WGN, Chicago. 8-1-40, p. 138.

The American Challenge: Drama dedicated to democracy, on KPO, San Francisco. 5-15-40, p. 70.

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Invitation to Listen: Gossip column about programs heard on the station, on WLW, Cincinnati. 8-15-40, p. 60.

The Funnyboner: Humorous news story chucklingly related in gaps between transcribed serials, with story picked to tie in with some other program on the schedule, on WOWO, Fort Wayne, Ind. 2-1-40, p. 74.

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Put & Take: Quiz feature built on Americanism, on WFIL, Philadelphia. 12-1-40, p. 63.

Strikes & Spares: Quiz feature, with scores kept as for bowling game, on KROC, Rochester, Minn. 12-1-40, p. 63.

Play or Pay: Members of local orchestra act as experts in answering musical queries and puzzles, on WJNO, West Palm Beach, Fla. 11-15-40, p. 61.

Stump Schmidt: Reverse quiz idea, with baseball fans trying to stump Sportscaster Ray Schmidt on baseball queries, on KXOK, St. Louis. 6-15-40, p. 58.

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Stumping the Imitators: Quiz show, with contestants imitating anything within or beyond reason, on KOMO, Seattle. 12-15-40, p. 78.

The Telephone Rings: Quiz program, with listeners phoning in answers to queries, on KRE, Berkeley, Cal. 12-15-40, p. 79.

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Quiz Kids: Five school-age kids answer all sorts of intelligence-quiz questions, on NBC-Blue. 7-15-40, p. 52.

Radio Editors' Quiz: Radio editors of New York area newspapers try to answer stumpers about the broadcasting business, on WOV, New York. 6-1-40, p. 78.

Chrysler Cranium Crackers: Quiz show originated in auto dealer's showroom, on KVOE, Santa Ana, Cal. 6-15-40, p. 58.

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Good Morning, Mrs. Housewife: Quiz show for women, built around housekeeping problems, on WKRC, Cincinnati. 4-15-40, p. 44.

Baseball Fan Interviews: Quiz series on baseball and general subjects, with scorekeeping simulating baseball scoring, on WAAB, Boston. 7-1-40, p. 42.

News Quiz— the Headline Sweepstakes: Audience quiz based on news questions, on KSFO, San Francisco, 7-1-40, p. 42.

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Krazy Quiz: Audience participation quiz show, with cash and merchandise certificate prizes, on WGN, Chicago. 5-1-40, p. 69.

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Alarm Clock Quiz: Quiz feature with special $5 "alarm clock" award, on KVOS, Bellingham, Wash. 5-1-40, p. 68.

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I Know, Teacher! Schoolkid quiz program based on *Book of Knowledge* facts, sponsored by publisher on CKCR, Kitchener, Ont. 5-15-40, p. 83.

The School Book: Juvenile quiz feature covering grade school knowledge, on KROW, Oakland, Cal. 4-15-40, p. 44.

Words in the News: Juvenile word-defining quiz, on KMOX, St. Louis. 4-15-40, p. 45.

You Ask—We Answer: Jewish quiz program on WPEN, Philadelphia. 4-15-40, p. 45.

The Fun Parade: Audience participation feature built around rapid-fire quiz, on CFRB, Toronto. 11-15-40, p. 60.

Copy Desk: Stump-the-experts quiz show featuring local news editors, on KFWB, Hollywood. 4-15-40, p. 45.

Question Market: Quiz show exclusively for women, with grocery prizes, on WRC, Washington. 4-15-40, p. 45.

Choose Up Sides: Stump-the-experts sports quiz, on CBS. 4-15-40, p. 45.

Ask the Stars: Movie stars compete in answering questions about film stars, pictures and the movie industry, with encyclopedia for stumpers, on KFWB, Hollywood. 4-1-40, p. 74.

Battle of Wits & Nitwits: Quiz program, with participants from local clubs, on WDWS, Champaign, Ill. 4-1-40, p. 74.

Stillicious Kids' Quizaroo: Juvenile quiz feature, sponsored on CBS California stations. 3-15-40, p. 81.

Musical Court: Musical quiz feature, on KLX, Oakland, Cal. 3-1-40, p. 66.

Game Tonight: Quiz show with baseball format, cooperatively sponsored by local Studebaker dealers on WKRC, Cincinnati. 5-15-40, p. 68.

Sports-Eye Treasure Chest: Telephone-sports quiz feature, on KTSM, El Paso, Tex. 3-1-40, p. 66.

Parents' Classroom: Parent teams compete in answering questions based on child-raising problems, sponsored by dairy on WTCN, Minneapolis. 3-1-40, p. 67.

Question Air: 13-week Christmas promotion for department store radio-music department, on KROW, Oakland, Cal. 11-15-40, p. 46.

Sports Quiz: Panel of local sports experts take on all sports questions offered by audience, on WWJ, Detroit. 3-1-40, p. 67.

Is That So? Questions based on elementary spelling, arithmetic, grammar, history and geography, on WKBN, Youngstown, O. 2-15-40, p. 66.

Naborhood Nollege: Quiz show with questions of sectional interest, on WCMI, Ashland, Ky. 2-15-40, p. 67.

Mystery History: Special cast dramatizes American historical event, and studio audience is quizzed on event's identity, on WFIL, Philadelphia. 2-15-40, p. 67.

Suntel: Lotto-type quiz show, under joint auspices of newspaper and station, on WCAE, Pittsburgh. 2-1-40, p. 80.

Musical Quiz: Prizes to listeners stumping Landt Trio by requesting songs they cannot sing, sponsored on WGY, Schenectady. 1-15-40, p. 72.

Answer Auction: Quiz feature, with contestants given $2 credit to buy right to answer queries and compete for cash prizes, on 12 CBS West Coast stations. 1-15-40, p. 73.

Photo Phone Quiz: Photo expert quizzed on camera questions, on KVOE, Santa Ana, Cal. 2-15-40, p. 66.

Kiddie Kwiz: Juvenile quiz feature, with varying cash prizes, on WCCO, Minneapolis. 1-15-40, p. 72.

What's Your Answer? Daily five-minute single-question quiz, on WKBN, Youngstown, O. 8-1-40, p. 138.

Worry the Wizard: Local announcers act as "wizards", with prizes for question-posers who stump them, on WDAS, Philadelphia. 8-1-40, p. 138.

Stardusters: Quiz on movie stars and motion pictures, on KROW, Oakland, Cal. 9-1-40, p. 85.

What Do You Know About Farming? Quiz for 4-H Club members, on WSB, Atlanta. 9-1-40, p. 84.

Professor Puzzlewit: Quiz show sponsored by Gallenkamp's Shoe Stores on Pacific Coast NBC stations. 9-1-40, p. 34.

Cash Drawer: Telephone quiz feature, with $75 in prizes per program, on WHK, Cleveland. 9-15-40, p. 73.

Traffic Jam: Quiz on traffic regulations, on KARM, Fresno, Cal. 9-15-40, p. 72.

Hall of Sports: Stump-the-experts sports program, on WGN, Chicago. 10-1-40, p. 73.

Read 'Em and Reap: Morning telephone quiz, on WJPR, Greenville, Miss. 10-1-40, p. 72.

Dollars to Donuts: Quiz show, with doughnuts and dollar bills as prizes, on WIP, Philadelphia. 10-15-40, p. 76.

Ask the Children: Quiz for precocious young ones, on WBZ-WBZA, Boston-Springfield. 11-1-40, p. 82.

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Religious News: News of all denominations and faiths, tuned-in by Sunday schools, on KROW, Oakland, Cal. 3-1-40, p. 67.

The Church in Thy House: Miniature Sunday morning church service, on WSB, Atlanta. 4-1-40, p. 75.

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Angelus: Noon devotional one-minute spot, on WEW, St. Louis. 11-1-40, p. 82.

Parade of the Churches: Inspirational program featuring musical artists from various local churches, on KTSA, San Antonio. 9-1-40, p. 84.

Religious News Reporter: Religious feature covering local scene, on WCCO, Minneapolis. 6-1-40, p. 78.

Schools & Colleges

Back to School: Problems of local school children, on KROD, El Paso, Tex. 9-15-40, p. 72.

The California Hour: Music, drama and school life, mirroring normal activities and ideals of U of California students, on KRE, Berkeley, Cal. 11-15-40, p. 60.

Youth Speaks: Young people's program, conducted by four local high school students, on WORC, Worcester, Mass. 6-1-40, p. 79.

Youth Demands an Answer: Panel discussions of problems of the day by young college men, on KFWB, Hollywood. 6-1-40, p. 79.

So You're Going to College: "Higher learning" advice to high schoolers and parents, on KXOK, St. Louis, 5-15-40, p. 68.

College to Home: College students talk to the folks at home as they would via telephone, on WDZ, Tuscola, Ill. 5-15-40, p. 70.

Emory Builders: Historical series based on lives of school notables of the past, produced by Emory U Radio Guild, on WSB, Atlanta. 4-1-40, p. 46.

Campus Playhouse: One-shot appearances by high school thespians in weekly radio dramas, sponsored on KFJZ, Fort Worth. 3-1-40, p. 66.

Campus Congress: Twice-weekly half-hour informal Montana State U student discussions of local and national affairs, on KGVO, Missoula, Mont. 2-1-40, p. 87.

Sports & Outdoor Life

Pals of the Prairie: Western tales starring Buck Owens, circus and movie cowboy, sponsored on KSD, St. Louis. 5-15-40, p. 68.

Stump the Horseman: Ted Williams, turf expert, interviews jockeys, trainers and owners of horses, answers listeners' queries on race history and activities, on WIND, Gary, Ind. 7-1-40, p. 43.

Meet the Fighters: Weekly interviews with main eventers on weekly boxing card, on KYA, San Francisco. 11-1-40, p. 82.

Football Show: Weekly grid review and predictions, including statuette award weekly to outstanding West Coast player, on NBC-Pacific Blue. 10-15-40, p. 76.

Grandstand Managers: Between-inning interviews with baseball fans, sponsored by First National Bank on WAVE, Louisville. 10-1-40, p. 30.

Pennant Contenders: Interviews with players and officials of league-leading baseball teams, on MBS. 8-15-40, p. 62.

Today's Football Tonight: Recreation of local prep football games, on KSAN, San Francisco. 10-15-40, p. 76.

Arm Chair Coaches Club: Weekly quarter-hour criticisms of last week's gridiron performances and predictions for coming grid tussles, on WEVD, New York. 10-15-40, p. 76.

Music to Swim By: Daily half-hour of popular music piped to bathing beaches, on WNYC, New York. 8-1-40, p. 115.

The Golf Reporter: Breakfast-time golf chatter and instruction, on WINS, New York. 8-1-40, p. 138.

Gun Club of the Air: General information on hunting, rifles, shotguns and cartridges, on KGNC, Amarillo, Tex. 7-15-40, p. 69.

Forest Travel for Stay-Homers: New feature of *National Farm & Home Hour* based on imaginary trips to national forests in every part of the country, on NBC-Blue. 7-1-40, p. 42.

Fishermen's Luck: Fishing and bait tips, on WCCO, Minneapolis. 7-1-40, p. 42.

The Fishfinder: Fishing tips, sponsored by *Sportsmen's News* on KYA, San Francisco. 7-1-40, p. 42.

Fishing Facts: Anglers' feature, on WOL, Washington. 6-15-40, p. 58.

Fishing For Fun: Week-end fishing trip plans, on WPTF, Raleigh, N. C. 6-1-40, p. 79.

Ship Ahoy: Discussions of yachting, boating and general interests of the region's sea-going elements, on KGO, San Francisco. 5-15-40, p. 69.

Zoo After Dark: Descriptions of zoo and animals late at night, on WPEN, Philadelphia. 5-15-40, p. 70.

Hunting & Fishing Club: Instruction in fishing and casting, on KYW, Philadelphia. 8-1-40, p. 139.

Sports Searchlight: Sports highlights and answers to listeners' questions, on KPO, San Francisco. 4-15-40, p. 45.

Quirks in Sports: Unusual happenings in sports events, on WROK, Rockford, Ill. 4-1-40, p. 75.

Last Word in Sports: Late evening sports feature, designed to build up feminine sports audience through a listener contest with household appliances as prizes, on WTMJ, Milwaukee. 6-15-40, p. 58.

Women in Sports: News of women in athletic fields, on WPEN, Philadelphia. 11-15-40, p. 60.

The 19th Hole: Golf chatter, on WGAR, Cleveland. 4-1-40, p. 75.

Physical Culture at 50: Exercises for oldsters, on WTSP, St. Petersburg, Fla. 3-15-40, p. 66.

Sportsman's Review: Talking bulletin board for anglers, on KROW, Oakland, Cal. 3-15-40, p. 67.

Horseman's Forum: Horses, horsemen, and horsey events, on KMTR, Hollywood. 3-15-40, p. 67.

Snow Sports: Weekly report on snow, road and ice skating conditions for weekenders, on KGO, San Francisco. 3-1-40, p. 67.

Golf Tips: Radio instruction for divot-diggers, with real clubs and balls used with net, on KFDA, Amarillo, Tex. 2-1-40, p. 75.

Universal Musical Sports Roundup: Sports commentaries by Jimmy Conzelman, well-known coach-writer, on KMOX, St. Louis. 2-1-40, p. 75.

Bowling Tips: Expert instruction for keglers, on WCFL, Chicago. 1-15-40, p. 73.

WCAU Aviation Club: Amateur flying feature to promote air-mindedness, on WCAU, Philadelphia. 6-1-40, p. 78.

Hobbies in Sports: Interviews with hobbyists with a sports slant, on WPEN, Philadelphia. 9-1-40, p. 84.

Let's Go to the Show: Winter sports reports, on KPO, San Francisco. 12-15-40, p. 79.

Hams on the Air: Amateur operators' feature, on WHAT, Philadelphia. 8-1-40, p. 139.

Women's Place in the Air: Discussions on how American women aviators can assist in the national defense program, on WNEW, New York. 7-15-40, p. 68.

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Traffic Vigil: Auto driver interviews, using mobile unit, on WKY, Oklahoma City. 5-15-40, p. 69.

Legion of Safety: Discussions of public safety, on KGNC, Amarillo, Tex. 8-1-40, p. 138.

Auto Biography: Used cars relate their qualifications for purchase in different voices, all by one announcer, on WTRY, Troy, N. Y. 6-1-40, p. 79.

Alibis for Death: Dramatized stories of traffic accidents, on KROD, El Paso, Tex. 10-1-40, p. 72.

Curbstone Court: Motorist interviews as part of safety drive, on KFXM, San Bernardino, Cal. 3-15-40, p. 66.

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Best Broadcasts of 1938-39: Anthology by Max Wylie, CBS director of script and continuity. 1-1-40, p. 36.

Commercials That Click: Tips on commercial writing, by Milton C. Hill, commercial continuity editor, WHK-WCLE, Cleveland. 1-15-40, p. 46.

Sachs Amateur Hour: Commercial success story, on WENR, Chicago. 1-15-40, p. 26.

Program Rating Shifts: Analysis by A. W. Lehman, manager CAB. 1-15-40, p. 20.

They Pay to Listen—Down Under: Radio in Australia, by Leona Deane. 2-15-40, p. 17.

Copy That Clicks: Tips on commercial continuity writing, by Frank Baker, continuity editor of WLS, Chicago. 2-15-40, p. 24.

Grand jury charge broadcast, direct from courtroom, as a special event feature, on KFJI, Klamath Falls, Ore. 3-1-40, p. 42.

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Piano promotion in form of weekly spot announcements for one year, sponsored by four Indianapolis music stores, on WIRE, Indianapolis. 3-1-40, p. 26.

Electric utility broadcasting, using *Reddy Kilowatt* as audible trademark. 3-15-40, p. 38.

Cities Service Concert success story. 3-15-40, p. 22.

The Ideal Religious Program, based on Moody Institute Survey. 4-1-40, p. 42.

Serving the Rural Audience, by John F. Merrifield, agricultural coordinator, WHAS, Louisville. 5-15-40, p. 60.

Ohio Education Institute Awards. 5-15-40, p. 56.

New York World's Fair and Golden Gate Exposition programs. 5-15-40, pp. 56 and 65, respectively.

Woman's Press Club of New York program awards. 6-1-40, p. 73.

Phi Beta, professional women's speech fraternity, program awards. 6-1-40, p. 67.

Women's National Radio Committee program awards. 6-1-40, p. 66.

New England Women's Press Assn. program awards. 6-1-40, p. 65.

How a Bank Uses Broadcasts, success story by Robert J. Izant, vice-president, Central National Bank, Cleveland. 6-15-40, p. 72.

They Toe the Mark for Fletcher Wiley, Success story of the combined *Sunrise Salute* and *Housewives Protective League* programs on KNX, Los Angeles. 6-15-40, p. 19.

Michigan survey on local news preferences. 7-1-40, p. 64.

What About Spots: Analysis of spot announcement technique, by Wally Rodda, WBRC, Birmingham, Ala. 7-1-40, p. 36.

Florida recruiting drive via radio, supervised by Lieut. James E. Cox. 7-1-40, p. 30.

Parent survey of juvenile listening. 7-15-40, p. 34.

Radio Formula for Department Stores, by Joseph Creamer and John P. Nell. 8-1-40, p. 48.

Ladies First . . . as News Listeners, Too, by John J. Karol, CBS market research counsel. 8-1-40, p. 86.

Kansas druggist-grocer survey shows radio preference. 7-15-40, p. 22.

1940 Iowa Radio Audience Survey, by H. B. Summers, of Kansas State College. 7-15-40, p. 22.

You Can't Say That! — Without a Suit, by Albert W. Gray, member of the New York Bar. 10-15-40, p. 22.

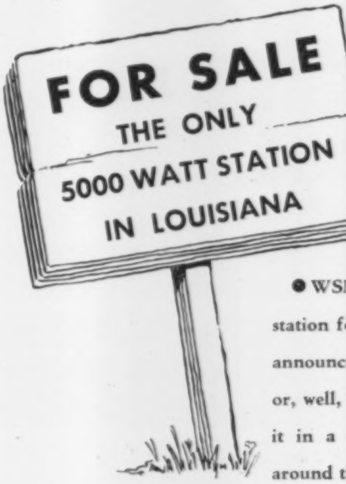
When Annie Lived on the Party Line, by Lewis T. Nordyke. 10-15-40, p. 44.

Radio's 20th Birthday Party, NAB industry birthday promotion. 10-15-40, p. 50.

America Dominates the Latin Waves, by Guy C. Hickok, NBC International Division. 10-1-40, p. 30.

Selling Used Cars by Radio, success story. 10-1-40, p. 67.

The American System of Broadcasting — Why It Is Best for Americans, prize-winning NAB-sponsored essay by Neal Blake. 10-1-40, p. 34.



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WBRC	Bill McCain	Leland Childs	
WSGN	Bill Terry Bill Snow	Bill Terry	Sue Scattergood
Decatur WMSL	D. L. Sims	Joe Gannon	
Gadsden WJBY		Malcolm Street	Nancy Nash
Mobile WALA	Jack Lewis Roy McKee	Al Holman	
Montgomery WCOV		Jim Ryba	
WSFA	Davenport Smith Bob Hope	Stuart X. Stephenson	Lucy High
Muscle Shoals City WMSD	George Martin Maurice McKinney	George Martin	Earline Burns
Opelika WJHO	Malcolm Richards Ken Vance Hugh Webb	Ken Vance Malcolm Richards	Mrs. Cecil Stone
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N. E. Texas Motor Lines

WGRC • Louisville, Ky.
Lincoln Bank & Trust Co.

KOME • Tulsa, Okla.
Barnsdall Oil Co.

KFDA • Amarillo, Tex.
Adkisson-Baker Tire Co.

WCMI • Ashland, Ky.
Falls City Brewing Co.

WICC • Bridgeport, Conn.
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ARIZONA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Globe KWJB	Chester Story Jerry Pettis	Jimmy Benjamin	Luceba Van Dyke
Jerome KCRJ	....	....	Marian Kuhn
Phoenix KOY	Dan Cubberly Paul Masterson Joe Dana	Lou Kroeck	Beth Barton Nancy Prentice
KTAR	Jimmy Creasman	Jack Copeland	Ada Byer Ruth Fagan
Safford KGLU	Jack Copeland	Jack Copeland	Alberta Hunt
Tucson KTUC	....	....	Mrs. John Merino
Yuma KYUM	....	....	Irene Belzer

ARKANSAS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Blytheville KLCN	Melvin Unger Denton M. Neal Harold Sudbury	J. P. Friend	Mable Gordon Patricia Ames
El Dorado KELD	Ewing Canaday Jerry Doggett Lynn Williams	Jerry Doggett	....
Fort Smith KFPW	J. E. Garner Bill Slates	Bill Slates Press Ellington	Florence Kusewitt
Hot Springs KTHS	Bill Ware John I. Prosser	Bill Ware	Hazel Jacobs Koenig
KWFC	....	....	Mrs. Almo Lockhart
Jonesboro KBTM	Foster Clarke	Ottis Roush	....
Little Rock KARK	Henry Orbach	Benny Craig	Lee Meyer
KGHI	D. R. Corbett	T. Plaster	Dorothy Weise
KLRA	....	David Banks	Theda Drennan
Siloam Springs KUOA	Bill Winter	Luke Tanner	....

CALIFORNIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Bakersfield KERN	....	....	Carolyn Kern
KPMC	Phil D. McHugh	James Cooke Phil D. McHugh	....
Berkeley KRE	Gordon Roth	....	Emily West
Chico KHSL	....	M. F. Woodling Orel Phillips	Irma Davis
Eureka KIEM	Earl Roberts	Paul Corbin	Mary Lou Stuart
Fresno KARM	Milton Cook Dean Metcalf Gene De Young	Dick Wegener	Jack Clawson Hal McClellan
KMJ	Bill Sanford	Hal Brown	Erma Giffen Gregory
Long Beach KGER	....	Harold Cowan	....
Los Angeles KECA	Pat Bishop Ted Meyers Jimmy Vandiveer	Pat Bishop Ted Meyers Jimmy Vandiveer	Majorie Bauersfeld Agnes White Mildred Van Irene Griffith
KFAC	Van des Autel Byron Palmer	Mike Frankovich	....
KFI	Pat Bishop Ted Meyers Jimmy Vandiveer	Pat Bishop Ted Meyers Jimmy Vandiveer	Majorie Bauersfeld Agnes White Mildred Van Irene Griffith
KFVD	Howard Gray	Bill Kelso	Violet Schramm
KFWB	John J. Colbert Frank Goss Henry Charles	Sid Ziff Frank Goss Neil Reagan	....
KHJ	Norman Nesbitt James Doyle	Reid Kilpatrick Ken Barton Frank Bull Mike Frankovich	Norma Young Eddie Albright
KMPC	Clete Roberts Jack Stafford Fred Henry	John Canady Mickey Riley	Robert Bolzer Helen Sawyer
KMTR	Douglas Dawson Howard Culver Samuel Converse	Hank Weaver	Elsie Atkinson
KNX	Bob Garred Knox Manning Dick Joy	Tom Hanlon Braven Dyer Gary Breckner	Fletcher Wiley
KRKD	....	Joe Micciche	....
Marysville KMYC	Ken Gorsuch	Paul McConnell	Joan Evans
Merced KYOS	Charles Kinsley, Jr. La Rue Curd	Dorothy Hartwig Genevieve Wren	....
Modesto KTRB	Gene D'Accardo Doug McCreary	William H. Bates, Jr.	....

CALIFORNIA—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Oakland KLX	....	....	Rose Patterson
KROW	John Potter John K. Cahpel	Lester Grant George Tolin	Elma Latta Hackett Kathleen Jensen
Sacramento KFBK	Gene Desimone Tony Koester	Tony Koester	Katherine Kitchen
KROY	Bob Tutt Bert Barry	Elton Rule	Martha Morton
San Bernardino KFXM	Ellis Spackman	Sid Jistice	....
San Diego KFSD	Richard Cutting Morrison Cutting	Morrison Parker Kenneth Thornton	Ann Gibson
KGB	....	....	Marion Randall
San Francisco KFRC	John B. Hughes Louis Stearsn	Doug Montell Mel Venter	Mrs. J. Martin
KGO	Robert Ackerly William Wood	Ira Blue Robert Ackerly	Ann Holden
KJBS	Jim O'Neil	....	Ruth Thompson
KPO	Robert Ackerley William Wood	Ira Blue Robert Ackerley	Gladys Cronkhite
KSAN	Bob Davies Lewis Allan Ted Lenz	Al Magazin Bob Davies	Jean Anderson
KSFO	Bob Anderson Joe Walters	Jack Gregson	Galen Drake
KYA	Darrell Donnell Clarence Myers	Ernie Smith	Katherine Y. Allen
San Jose KQW	Jim O'neill	Harry LeRoy Jack Little	....
San Luis Obispo KVEC	....	Aram Rejebian	Doris Duffield
Santa Ana KVOE	....	Bill Hynds	....
Santa Barbara KTMS	....	Ken Peters	Bernie Marcus
Stockton KWG	Don Davis Les Jacobson	George Ross	Nelda Ormiston
Visalia KTKC	Bill Thompson	Stan Simpson	....

COLORADO

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Alamosa KGIW	John R. Thomas	Eddie Espanosa	Margaret Miller
Colorado Springs KVOR	....	Henry Joslyn	Elaine Clemons
Denver KFEL	Wally Reef Bill Welsh Stuart Heinemann Bob McWilliams	Bill Welsh	Salome Simmons
KOA	Tor Torland	Dick Nesbitt Starr Yelland Joe Myers	Evadna Hammersley
KLZ	Jack Fitzpatrick Robert Harris	Mark Schreiber Jack Fitzpatrick	Margaret Moore
Durango KIUP	Ray Beckner Paul Stevenson	....	....
Grand Junction KFXJ	....	Marv Mulvihill	Alice Barber
Greeley KFKA	Dan Nidas Gordon Clark Ray Wilson	Harry Green, Jr.	Maude Sheridan Esther McGuire
Pueblo KGHF	....	....	Janes Marshall

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Gertrude Atherton—Author of "Black Oxen", "Are Women People" and many others.

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City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
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Hartford WDRC	....	Jack Zaiman	....
WTHT	....	Harold Ogden C. G. DeLaney John Lloyd	Eunice Greenwood Una King
WTIC	Prof. Andre Schenker	Bob Steele	....
New Britain WNBC	....	Floyd Pattee Leo Keegan	....
New Haven WELI	Carey Cronan William Dukeshire	Philip L. Buxbaum, Jr.	Janet Slayton
New London WNLC	....	Mort Lubow	Helen Sutton
Waterbury WATR	....	Bill Derwin	Fay Clark
WBRY	E. Christy Erk	Charles Batters	Eleanor Culnane

DELAWARE

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Wilmington WDEL	J. Gorman Walsh Harvey Smith	Herman Reitzes	Mary McCauley
WILM	Raymond Mulderie	Herman Reitzes	Mary McKinney

DISTRICT OF COLUMBIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Washington WINX	John Van Cronkhite	Sam Lawder Shirley Povich	Frances McKeown
WJSV	Albert Warner	Arch McDonald	Elinor Lee
WMAL	Earl Godwin H. R. Baukhage	Ray Michael Bill Crago George Gunn	Mary Mason
WOL	Fulton Lewis, Jr. Walter Compton	Tony Wakeman	Frances Troy Northcross
WRC	Earl Godwin H. R. Baukhage	Ray Michael Bill Crago George Gunn	Mary Mason

FLORIDA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Fort Lauderdale WFTL	R. M. Tigert Glenn Saxton Marion Moore	R. M. Tigert Bob Elmer	....
Fort Myers WFTM	Lou Shea Bill Wood	Bill Wood	Barbara Brady
Gainesville WRUF	....	Otis Boggs Bill Carey	....
Jacksonville WJAX	....	George Weeks	....
WJHP	James W. Young	Jack Rathbun	....
WMBR	....	James Strain	....
Lakeland WLAK	....	Tom Matthews	Lillian Whipple
Miami WIOD	Frank Malone Jack Kofoed	Jack Bell Thornton Fisher	Jane Butler
WQAM	P. A. Kelleher	Dinty Dennis Bob Elmer	....
Miami Beach WKAT	....	Orville Revelle	....
Orlando WDBO	....	Charles Batchelder	....
Pensacola WCOA	Virgil Evans	Charles Sullivan Virgil Evans	Dorothy Eastman
St. Augustine WFOY	....	John Cummins	....
Sarasota WSPB	Jack Daub Fred Reiter	....	....
St. Petersburg WSUN	Maj. George Robinson	Fred Daiger Jeff Mosier	Ruth Clark
Tallahassee WTAL	William A. Snowden Mildred Williams John C. Leverette	John C. Leverette Mildred Williams William A. Snowden	Mildred Williams
Tampa WDAE	M. E. Swingley	Ed Ray Frank Winchell	Allie Lee Rush Katherine Cunningham Esther Simon Brown
WFLA	E. Reinhold Rogers Bud Farnum Paul Jones	Bud Farnum	Mary Ann Hall
West Palm Beach WJNO	....	Ed Pearson	....

GEORGIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Albany WGPC	Louis B. Poole Jerry Winters Jesse Teasley	Louis B. Poole Jesse Teasley	....
Atlanta WAGA	....	Joe Hill Lee Bennett	Mary Lucille
WATL	....	Crenshaw Bonner	....
WGST	John Fulton Mike Clarke	John Fulton	....
WSB	Walter Paschall Doug Edwards Herbert Harris	Ernie Harwell Marcus Bartlett	Winifred S. Bell
Augusta WRDW	Charles H. Walters Mrs. J. C. Caldwell	Thurston Bennett	Melba Sparks
Brunswick WMOG	Kenneth E. White	Leon Lloyd	....
Columbus WRBL	Jack Gibney John Clarke	Jack Gibney Allen King	Anice Wismer Louise Heely Gertrude Handley
Cordele WMJM	Jones P. Talley, Jr.	Jones P. Talley, Jr.	Ellen M. Stewart
Macon WBML	....	Sid Willard	Betty Gray
WMAZ	Holt Gewinner	Marion Bragg Red Cross	....
Rome WRGA	Maj. Will A. Patten Mather Payne	Mel Austin Price Selby	Kitty Alford
Savannah WSAV	Robert Eisenman Roger Skelton	Bill Penny Bob Eisenman	Dorine Glass
WTOC	....	Weldon Herrin	Susan Carlin
Valdosta WGOV	Robert Callan, Jr. Frank Holleway	Robert Callan, Jr. Frank Holleway	Wilene Roberts Audrey Morgan
Waycross WAYX	Jack Fine	Liston Elkins	Emmie Murray

IDAHO

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Boise KIDO	Vern Moore Art LeTourneau Dooley Riddle	Roy Civille	....
Nampa KFXD	Dooley Riddle	Doyle Cain	....
Twin Falls KTFI	Charles Crabtree	Alvin Kempton	....
Wallace KWAL	Donald A. Callahan	....	....

ILLINOIS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Aurora WMRO	Robert Carlton	....	....
Bloomington WJBC	Guy Wallace	Frank McGivern	Louise Bosworth
Carthage WCAZ	....	Dale Soderberg	Ann Wyman
Chicago WAAF	Ulmer Turner	Harry Creighton	....
WBBM	Donald McGibney Norman Ross Oren Weaver John Harrington	Pat Flanagan John Harrington Charley Grimm Jim Crusinberry Val Sherman	....
WCBD	....	Phil White	Betty D'Allessandro
WCFL	Ed Paul	James Dudley	Phil Libby
WEDC	Don Lavery Al La Valle Ted Burklund	Al La Valle Dave King	....
WENR	Fort Pearson Norman Barry Durward Kirby Cleve Conway Ulmer Turner	Fort Pearson Hal Totten	
WGN	....	Bob Elson Guy Savage	June Baker
WIND	....	Jack Drees	....
WJJD	....	Jack Drees	....
WLS	Julian Bentley Ervin Lewis	....	Martha Crane Helen Joyce Harriet Hester
WMAQ	Fort Pearson Norman Barry Durward Kirby Cleve Conway	Fort Pearson Hal Totten	....

XUM

ILLINOIS—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Cicero WHFC	....	Grant Butler M. Hartman	....
Danville WDAN	Francis Higgins Marvin Conn Carroll Layman	Francis Higgins Carroll Layman	Marijane Chambers
Decatur WSOY	....	....	Easter Straker
East St. Louis WTMV	Michael Henry Jane Foster	George T. Case	Jane Foster
Galesburg WGIL	Bill Traylor	Howard A. Miller	....
Harrisburg WEBQ	Bovard Clayton Eugene Crawford Homer Butler	Bovard Clayton Eugene Crawford	Mary Osborne
Joliet WCLS	Bob Philbin	Harry Caray	Elizabeth Burke
Peoria WMBD	....	Hank Fisher	Jessica McFarland Josephine Wetzler
Quincy WTAD	Bill Sohm Gene Terry Ralph Lewis	Bob Lee Gene Terry	Marian Sexton
Rockford WROK	William Traum Edward Murphy	Maurice P. Owens	....
Rock Island WHBF	J. Woodrow Magnuson Charles Harrison	Van Patrick, Jr.	Millicent Polley
Springfield WCBS	C. A. Miller Bob Gregory	....	....
WTAX	....	Lee George	Nancy Hayes
Tuscola WDZ	Fran Booten Wip Robinson	....	Martha Hull

INDIANA

Anderson WHBU	L. M. Shroyer Wayne Reeves	Wayne Reeves	Helen McMurray
Elkhart WTRC	....	Eldon Lundquist	Rita Keene
Evansville WEOA	....	Paul A. Clark	Lucille Van Winkle
WGBF	....	Paul A. Clark	Lucille Van Winkle
Fort Wayne WGL	Bob Wilson Bob Little Vicki Harris	Jack Hackett Hilliard Gates	Jane Weston
WOWO	Bob Wilson Ralph Knox Vicki Harris	John Hackett Hilliard Gates	Jane Weston
Hammond WHIP	Ralph Eddy	Bob Bryar	....
WJOB	Robert W. Delaney, Jr.	John Whitaker	....
Indianapolis WFBM	Gilbert Forbes Martin Johnson	Len Riley	Rose Lee Farrell
WIBC	Bill Schingel	Luke Walton Dick Noble	Jane Day
WIRE	Dick Reed	....	Frederic Hunter
Muncie WLBC	....	D. A. Burton Carl Noble	....
New Albany WGRC	Dick Williams Nelson King	....	....
South Bend WFAM	Mitchel Morris	Joe Boland Jack Ledden	....
WSBT	Mitchel Morris	Joe Boland Jack Ledden	....
Terre Haute WBOW	Marold Ross Walter Burns Richard Tuttle	Ralph Tucker Luke Walton	Ruthmary Morton

IOWA

Cedar Rapids WMT	Douglas B. Grant Carter L. Reynolds	Bert Puckett	Libbie Vaughan
Davenport WOC	Bill Voss Bob Frank	R. S. Underhill	Mary Louise Marshall

IOWA—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Des Moines KRNT	Glen Law Wayne Ackley	Gene Shumate	Marian Schissel
KSO	Glen Law Wayne Ackley	Gene Shumate	Libbie Vaughn Marian Schissel
WHO	Jack Shelley Robert Burlingame Leonard Howe	Bill Brown	....
Dubuque WKBB	....	James D. Carpenter	Sister Mary St. Clara, B. V. M.
Fort Dodge KVFD	D. Cole McMartin	Wally Hatter	Dorothy Dodge
Marshalltown KFJB	Bob Weitzel	....	....
Mason City KGLO	Wade Patterson H. B. Hook	James M. Woods	....
Shenandoah KFNF	Bill Selah Paul Oliver	Pate Simmons Dutch Woodward	....
KMA	Earl E. May Ralph Childs	Mott Johnson	Jessie Young Leanna Driftmier
Sioux City KSCJ	Charles Sebastian	Dan Desmond	....
KTRI	Vine Skaff Del Allen	Gordon Horner	Maxine Dierking

KANSAS

Coffeyville KGGF	Dick Campbell	Dick Campbell	Mrs. Wm. A. Goldsmith
Dodge City KGNO	J. A. Allen	J. A. Allen	....
Emporia KTSW	Kerm Trimble	....	....
Great Bend KVGB	....	Dave Wilson Bob Wells	....
Kansas City KCKN	Olaf Soward Robert Sight	Dick Mall	Frances Casement Lillian Faust
Lawrence WREN	Millard Ireland	....	Elizabeth Peyton
Pittsburg KOAM	Bruce Robertson Robert Gadberry	Robert Gadberry	....
Salina KSAL	Sidney Tremble	Stuart Dunbar	Mary Jeanette Bachtold
Topeka WIBW	Joe Nickall Hilton Hodges Elmer Curtis	Hilton Hodges E. C. Quigley	....
Wichita KANS	Martin Bass	Clarence Garnes	....
KFBI	Harry Peck Vic Rugh	Vic Rugh	Martha Ann Gwinn
KFH	Graeme Fletcher	Larry Stanley	Ethel Jane Myers

KENTUCKY

Ashland WCMI	....	Gordon Kinney	Marion Houck
Bowling Green WLBJ	....	Jim Turner	....
Hopkinsville WHOP	Hecht S. Lackey Frederick Ernest Lackey Edson Brewer	Frederick Ernest Lackey	....
Louisville WAVE	Harry Lukins H. B. Blackwell Fred Scott	Don Hill	....
WHAS	Dick Fischer Howard Dorsey Bill Bryan	George Walsh	....
WINN	Moreland Murphy	Morris Hicks	....
Owensboro WOMI	Lee Meredith Malcom Greep Leslie Bolton	Marshall Bruner	....
Paducah WPAD	Gene Peak Charles Humphries Pierce E. Lackey	Pierce E. Lackey Roy Vance Hugh Finnerty	....

News-Sports Commentators and Home Economics Specialists
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LOUISIANA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Alexandria KALB	....	Byron Dowty	....
Baton Rouge WJBO	....	Bob Scearce Paul Neilson Joe Keown	Mary de Vane
Lafayette KVOL	A. B. Craft Dick Haynes	R. A. Escudier	Mary Alice Stark
New Orleans WDSU	Walter Williams Stanley Holliday	Bill Gaudet Pie Dufour	Frances Tucker
WSMB	Bill Brengel Harry Arthur	Bill Brengel	....
WWL	....	....	Suzanne Javeau
Shreveport KRMD	Les Carmichael	Les Carmichael	Elizabeth Alford
KTBS	....	Jerry Bozeman	....
KWKH	....	Jerry Bozeman	....

MAINE

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Augusta WRDO	....	Sam McCall	....
Bangor WABI	Robert Smith	John Moran J. Brooks Power	Evelyn Eaton
Lewiston WCOU	....	Larry Durgin	....
Portland WCSH	....	Milan O. Welch	Anna S. Parkman
WGAN	....	Bud Cornish Austin Goodwin	....

MARYLAND

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Baltimore WBAL	Galen Fromme William Herson Alexander Gifford	Bailey Goss Walter Linthicum	Mary Landis
WCAO	....	Don Riley	Bettie McCall
WCBM	Charles A. Roeder	Lee Davis	Peggy Smith
WFBR	Robert S. Hurleigh Raymond Tompkins	Nelson Baker	Martha Ross Temple
Cumberland WTBO	David Murrie	Robert Rosamond	Margaret E. Coulehan
Frederick WFMD	Ian Ross MacFarlane	Sam Cozard	R. L. Longstreet
Hagerstown WJEJ	James Riser Trayer Howe	William H. Paulsgrove James Riser	Beatrice Phillips Mary Jane Kline
Salisbury WBOC	Samuel Carey John Greenberger	James Crist John Greenberger	Jane Allen

MASSACHUSETTS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Boston WAAB	Nelson Churchill	Frank Ryan Jim Britt	....
WBZ	John Barry	Denny Whitmarsh	Mildred W. Carlson Gretchen McMullen Cozette Merrill
WCOP	Raymond Morgan	George Crowell Morton Blender	....
WEEI	W. Howell Cullinan Neil A. Wallace Lewis Sargent	Jay Wesley	Roberta Green Peggy Kiley
WNAC	Francis Tully Fred Lang	Jim Britt Jack Stevens	Majorie Mills
WORL	Bob Perry Ed Dinsmore Winslow Porter	Bob Perry	Jan Miner
Greenfield WHAI	William G. Avirett Hal Goodwin Warren Greenwood	Bob Reynolds Ken Houseman Warren Greenwood Hal Goodwin	....
Lawrence WLAW	Charles R. Iovino	....	Irene F. Morgan
WLLH	....	....	Ann Bradford
Pittsfield WBRK	Bob Burbank	Bob Burbank	Jean Ashi
Salem WESX	....	Tom Carr	Jane Blood Betty Bates

MASSACHUSETTS—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Springfield WBZA	John Barry	Denny Whitmarsh	Mildred W. Carlson Gretchen McMullen Cozette Merrill
WMAS	....	Robert M. Feldman	Ethel Henin
WSPR	Hubert W. Kregloh	Ed Kennedy	Bessie Paine
Worcester WTAG	James Little	Hollis Wright	Isabel Whitaker Mildred Bailey

MICHIGAN

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Battle Creek WELL	....	Rex Wallace	Mrs. George Hard
Bay City WBCM	Russ Lyon	Jack Parker	Lou Sherry Marjorie Fein
Calumet WHDF	Albert W. Payne Earl Norden Bruce Norden	Peter Fausone	Lucille M. Dimmer
Detroit WJBK	Charles Sterritt Neil Searles	Neil Searles	Betty Roberts
WJR	Jack King Duncan Moore Bud Guest Jimmy Stevenson	Jack White	Ruth Franklin Crane
WMBC	Charles Farrell William Rice	Fred Knorr Al Nagler	Edythe Fern Melrose
WWJ	Lee Smits Austin Grant Willard Kennedy	E. L. Tyson Paul Williams	Dorothy Spicer
WXYZ	Harold True Harry Golder Jack McCarthy	Harry Heilman Bud Shaver Harry Golder Harold True	....
Flint WFDF	Joe Hurd	Charles Park	Ruth Osgood
Grand Rapids WOOD-WASH	Bob Tillmanns	Robert H. Smith	....
Ironwood WJMS	....	Dick Hasbrook	Rose Isaac
Lansing WJIM	....	Howard K. Finch	Judy Holliday
Muskegon WKBZ	Curt Flowers	Hilliard Gudelsky	Elsie Buttrick
Port Huron WHLS	Stan Smith	....	....
Royal Oak WEXL	....	Porter Bourne	....
Saginaw WSAM	Frederic Shaffmaster Stuart Sheill Tom Carson	Tom Carson	Kay Karrol

MINNESOTA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Albert Lea KATE	Sherman Booen	Sherman Booen	....
Duluth KDAL	Jack Lellman Ellis Harris	Richard Enroth	....
WEBC	Don McCall Rolf Erickson Steve Robertson	Ben Leighton De Neher Rolf Erickson	Bettina Hirschboeck Inness Dunning
Fergus Falls KGDE	....	Lee Dickson	Sally Mitchell
Mankato KYSM	Orrin Melton	Frank Endersbe	....
Minneapolis-St. Paul KSTP	Val Bjornson Brooks Henderson Bob Murphy	Halsey Hall	Bee Baxter
WCCO	Cedric Adams	Rollie Johnson Eddie Gallaher	....
WDGY	Benedict Hardman	Stuart Mann	Ruth Wentworth
WLOL	James Payton Gertrude Lewis	Booth Eddy Billie B. Hoke	....
WMIN	Theodore Meltzer	Jack London	....
WTCN	Bennett Orfield Hal Lansing Charles Irving	George Higgins	Ann Ginn
Moorhead KVOX	M. M. Marget	M. M. Marget	....
St. Cloud KFAM	Carl Henneman Gil Schoener	Harry Sedgwick	Wilhemine Schindler
Willmar KWLM	Jack Lynch Reuben Bengston	Jack Lynch	....
Winona KWNO	John Wilcox Ryan Halloran Don Hendricks	Ryan Halloran Bob Shannon	....

MISSISSIPPI

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Columbus WCBI	Houston Cox	Bill Williams	....
WJPR	....	Bert Ferguson	....
Greenwood WGRM	....	Penny Pennington	Eloise Worth
Gulfport WGCM	Joe Butler	....	....
Hattiesburg WFOR	Reg Harden	Chuck Wright	Betty Bayne
Jackson WJDX	....	Joe Paget	....
WSLI	Paul Wilson	Charlie Rawls	....
Laurel WAML	....	Granville Walters	....
McComb WSKB	Robert Bundy	Woody Assaf	Julia D. Blumenstock
Vicksburg WQBC	B. C. Conway	Loren Miller	....

MISSOURI

Columbia KFRU	John A. Harris Richard Wright	Harold Douglas Joe Finley	Alice Walls
Joplin WMBH	Phil Coldren	Charles McIntire	Jane Haughawout
Kansas City KCMO	James Monroe James Coy Wess Carr	Charles Bryant	Anne Hayes
KITE	Bill Bates Bill Davis Harry Grove	Bill Bates	....
KMBC	Erle Smith John Farmer John Cameron Swayze	Walt Lochman	Beulah Karney June Martin
WDAF	Shelby Storck	C. E. McBride Fred Weingarth Scout Harrison	....
WHB	Bob Caldwell, Jr. Gene Crum C. V. McGuigan	Ernie Whitney C. V. McGuigan	Sally Adams
Poplar Bluff KWOC	....	....	Lola Sechrest
St. Louis KMOX	Joseph Halpin Harry W. Flannery	France Laux Charles Casper	Jane Porter
KWK	Ray E. Dady Martin Bowin Myron J. Bennett	Johnny O'Hara Johnny Neblett Bob Richardson	Helen Adams
WIL	....	Neil Norman Bill Durney	....
Sedalia KDRO	Robert A. Drohlich	Frank Good	Betty Page
Springfield KGBX	Floyd M. Sullivan	Fred McGhee	....
KWTO	Floyd M. Sullivan	Fred McGhee	....

MONTANA

Billings KGHL	....	Ed Cooney	Dorothy Morris
Great Falls KFBB	Deane Elett Wm. Treadway John McNichol	Wm. Treadway Edward Wilson	Ruth Heggen Josie Weir Dorothy Roberts
Helena KPFA	....	....	Lillian Stone
Kalispell KGEZ	Don Treloar	Don Treloar	Marie Morris
Missoula KGVO	Frank McIntyre	Paul Aurandt Max Yandt Nick Mariana King Harmon	Ann Westin Erin Day

NEBRASKA

Fremont KORN	Dale McCampbel	Jack Lee Dale McCampbel	Mrs. Harry Rasmussen
Grand Island KMMJ	George Kister	Norval Deines	Gertrude Stahl
Kearney KGFW	....	Paul Roscoe	Vera Morris June Lee
Lincoln KFAB	Ed Letson	....	Jane Tucker
KFOR	Ed Letson	R. Lyell Bremser	Jane Tucker
Norfolk WJAG	Art Thomas	Gene Carrigan	....
Omaha KOIL	Hugo A. Carlson	Bob Davis	Belle West
KOWH	....	Ronnie Ashburn	....
WOW	Foster May	Tom Dailey	....

NEVADA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Las Vegas KENO	....	....	Peggy Maxwell
Reno KOH	Wallie D. Warren	Merrill Inch	Barbara Joe Douglas

NEW HAMPSHIRE

Keene WKNE	....	....	Kaye Winters
Laconia WLNH	....	....	Marie Forsberg
Manchester WFEA	Steve Burke David Shurtleff	Ray Lagerquist	Alberta Sullivan
Portsmouth WHEB	Chester E. Merrow Agnes Ryan Frederick Olsen	Brud Warren	Kay Scott

NEW JERSEY

Asbury Park WCAP	....	Herbert Kamm Richard Gibbons	Lillian Elliott
Atlantic City WBAB	Ray Morgan	Ray Morgan	....
Bridgeton WSNJ	Vernon Pepper	Jerry Alden	Grace Lawson
Camden WCAM	....	Wm. Markward	....
Jersey City WAAT	Val Frank	Jack Farrell Ed Laux	....
WHOM	Herschell Levine Michael Kenski Edward Witanowski Guilio Ascarelli	....	....
Red Bank WBRB	George F. Morris Adelaide Wainwright	Bill Bowes	Louise Powers
Trenton WTNJ	Walter Lewis	Lou Lautner Joe Kovacs	Marion Marshall Eleanor Hand

NEW MEXICO

Albuquerque KGGM	John Harmon	Harry Thomas	Helen Peterson
KOB	J. C. MacGregor	Joe Wynn	Mary McConnell
Clovis KICA	Winifred Wileman	Charles C. Alsup	....
Santa Fe KVSF	Ivan Head Jack Alkire	Paul McCallister	....

NEW YORK

Albany WABY	....	Gren Rand Sherb Herrick	Betty Campbell
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Binghamton WNBF	....	Tom McMahon Jack Hand	Dotty Baker
Brooklyn WARD	William S. Gailmor Wolf Younin	....	....
WLTH	Edward V. Morand	....	Mollie Jacobson
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WBNY	Warren Kelly Arthur Ingram	Floyd Keesee	....
WEBR	Cy King Andrue H. Berding	Robert Kliment	....
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WKBW	....	....	Laura Rischman Esther Huff
Elmira WENY	Glenn Williams	Woodrow Ott Bill Pope	Mary Ryan
Freeport WGBB	J. E. Frogge E. Adamson	Bob Smith	....
Ithaca WHCU	B. L. Hughes	Sid Ten Eyck	....
Jamestown WJTN	Tom McKee Al Spokes John Lewis	Al Spokes	Marianne Jones Holder
Newburgh WGNY	Dr. A. Stanley Trickett Nelson Griggs	Richard Crans Gordon Redding	Peggy Pascoe

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Charlotte WBT	William Winter	Russ Hodges Lee Kirby	....
WSOC	Paul Norris Dewey Drum	Bill Rowens Bomar Lawrence	Mrs. F. P. Powell
Durham WDNC	....	C. J. Woodhouse	....
Elizabeth City WCNC	Tommie Williams George W. Haskett Paul Moyle	Paul Moyle Tommie Williams	Rebecca Midgette

NORTH CAROLINA—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
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Gastonia WGNC	....	Richard Gray Earl Holder	Naomi Cunningham
Greensboro WBIG	Frank Harden	Bill Jackson	Betty Brown
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WCPO	Tom McCarthy Tim Elliot Joe Graham	Harry Hartman Al Stephan	Evelyn Evans
WKRC	Dwight Mallon Bill Welch Bob Morgan	....	Virginia List
WSAI	....	Dick Bray Roger Baker Red Thornburgh	Marsha Wheeler Rita Hackett
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WGAR	Wayne Mack Carl George William Forman	Bob Kelley Ellis VanderPyl	Ruth Merriam Wells
WHK	Newman Burnett Thomas Wenner Robert Carter	Jack Graney Pinkey Hunter	Eleanor Hanson
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WCOL	David Penn William G. Wallace	Conny Desmond	Mildred Warner
WHKC	Bob French Al Schneider George Beebout	Budd Sweeney	....
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Zanesville WHIZ	James Minium	Allen Haid Nate Milder	Mary Branas

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KGW	....	Rollie Truitt Bill Mock	Marie Hornbeck
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WREC	....	Roy Wooten	....
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WSIX	....	Roger Phillips Richard Altman	....
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WFAA	James Alderman Dow Mooney	Hal Thompson	Barbara Brent
WRR	Taylor Branch	Hal Smith	....
Denton KDNT	Herman Cecil	Herman Cecil	....
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Kilgore KOCA........	....	Tuck Young	....
Laredo KPAB........	Willie Vela Stanley Hemenway	Willie Vela Joe Koegler	Jean Adams
Lubbock KFYO........	Wesley Youngblood	R. B. McAlister Wesley Youngblood	Dewitt Landis
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Palestine KNET........	Franklin Bradford John Sullivan	John Sullivan M. D. Stewart	....
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Charleston			
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WGKV	J. B. Matthews	Jimmie Woodard	....
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WSAZ	....	Gene Kelly	Polly Buffington
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WLOG	Eddie Vann	Sid Tear	....
Morgantown			
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Parkersburg			
WPAR	....	Dick Bingham Bob Charles	Olive Briscoe
Welch			
WBRW	....	Joe Herget Gordon Redding	Doris Kitchen
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WWVA	Lester Smith	Ed A. Sprague	....
Williamson			
WBTH	Eddie Whikehart Mark Williams	Eddie Whikehart J. R. Weaver	Maida Swann

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Eau Claire			
WEAU	....	Art Hanstrom	....
Fond du Lac			
KFIZ	....	Wally Konz	....
Green Bay			
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Janesville			
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WTMJ	....	Russ Winnie Charlie Nevada	Nancy Grey
Poynette			
WIBU	....	Art Braumhall	Doris MacPherson
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WRJN	W. C. Reynolds	....	Beulah Meikle
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WJMC	Dennis McGenty	Del Florida Charles Hines	Mrs. Lloyd P. Sherman
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Wisconsin Rapids			
WFHR	C. E. Otto	Bill Draves Archie Davis	Virginia Lee

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Casper			
KDFN	....	F. Gooder	....
Rock Springs			
KVRS	Elmer Ellsworth Michael Reid	Michael Reid	Ann Cook
Sheridan			
KWYO	James Abbe	Herb Siebert	Margaret Heppner

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City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
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Fairbanks			
KFAR	Georg Nelsson Myers	Wilson K. Foster	Mary Cash

HAWAII

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
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Lihue Kauai			
....	Deane Stewart Wm. C. Parsons Clarence Ashman	C. J. Fern	Lorraine L. Fountain

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San Juan			
WKAQ	....	Ramon Ortiz Del Rivero	Alice Brown
WNEL	Manuel S. Martinez Dario Duplex	Bernabe Cabera Ramon Ortiz Del Rivero	Blanca Rivero

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KZRC	H. Fenton	H. Fenton	....
Manila			
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ARIZONA

KOY, Phoenix—Ernie Douglas.
KTAR Phoenix—Francis Connolly.

ARKANSAS

KLCN, Blytheville—Algie Bishop.
KELD, El Dorado, Ewing Canaday.
KFPW, Fort Smith—J. E. Garner.
KBTM, Jonesboro—W. W. Snow.
KARK, Little Rock—Henry Orbach.
KGHI, Little Rock, D. R. Corbett.
KLRA, Little Rock—C. O. Little
KUOA, Siloam Springs—Bill Winter.

CALIFORNIA

KHSL, Chico—Ross H. Snyder.
KARM, Fresno—Alva Gregory.
KMPC, Los Angeles—Fred Henry.
KNX, Los Angeles—Henry Flynn.
KTRB, Modesto—Cecil Lynch.
KROW, Oakland—John K. Chapel.
KFBK, Sacramento—Henry Jacobsen.
KROY, Sacramento—Garland Schuler.
KGO, San Francisco—Jennings Pierce.
KPO, San Francisco—Jennings Pierce.
KSFO, San Francisco—William Adams.
KQW, San Jose—Bert Buzzini.
KVOE, Santa Ana—Jim Lyons.

COLORADO

KOA, Denver—Bob Young.
KFKA, Greeley—Carl Jordan, Willard Simms.

DELAWARE

WDEL, Wilmington—Charles Collins.
WILM, Wilmington—Bernard Fabrizi.

FLORIDA

WFTM, Fort Myers—J. H. Whitaker.
WRUF, Gainesville—J. Francis Cooper, Clyde Beale.
WQAM, Miami—Walter Svehla.
WDBO, Orlando—W. G. McBride.
WCOA, Pensacola—Russel Hirsch.
WTAL, Tallahassee—William Snowden, Jr.
WFLA, Tampa—Rinhold Rogers.

GEORGIA

WGPC, Albany—A. T. Spies.
WSB, Atlanta—Bill Prance.
WRBL, Columbus—Henry East.
WMJM, Cordele—Norman Lewis.
WMAZ, Macon—D. F. Bruce.
WRGA, Rome—Carlton White.
WGOV, Valdosta—Robert Callan Jr.
WAYX, Waycross—M. Gordon Neesmith.

IDAHO

KIDO, Boise—Vern Moore.
KFXD, Nampa—Dooley Riddle.
KSEI, Pocatello—Harold A. Sparks.

ILLINOIS

WJBC, Bloomington—Frank McGivern.
WENR, Chicago—William E. Drips.
WJJD, Chicago—Al Hollender.
WLS, Chicago—Arthur C. Page.
WMAQ, Chicago—William E. Drips.
WDAN, Danville—Marvin Conn.
WSOY, Decatur—Bill McElvain.
WEBQ, Harrisburg—Bernie Smith.
WJLS, Joliet—Elizabeth Patterson.
WMBD, Peoria—Emil Bill.
WTAD, Quincy—Dick Faler.
WROK, Rockford—Maurice P. Owens.
WDZ, Tuscola—Larry Sanford.
WILL, Urbana—Ted Magner.

INDIANA

WTRC, Elkhart—Bob Beyer.
WGL, Fort Wayne—Jim Conway.
WOWO, Fort Wayne—Jim Conway.
WJOB, Hammond—Howard Dunavan.
WFBM, Indianapolis——Henry S. Wood.
WLBC, Muncie—John Hefner.
WBOW, Terre Haute—Schuman Hunter.

IOWA

WOI, Ames—Sam H. Reck Jr.
WMT, Cedar Rapids—Bob Leefers.
KRNT, Des Moines—Lew Martin.
KSO, Des Moines—Lew Martin.
WHO, Des Moines—Herb Plambeck.
KVFD, Fort Dodge—D. Cole McMartin.
WSUI, Iowa City—Ray Heinen.
KGLO, Mason City—H. B. Hook.
KFNF, Shenandoah—Dutch Woodward.

KANSAS

KSAL, Salina—James Lantz Jr.
KFBI, Wichita—Henry Saxton.
KFH, Wichita—Bruce Behymer.

KENTUCKY

WHAS, Louisville—John Merrifield.

LOUISIANA

KALB, Alexandria—Gordon Loudon.
WWL, New Orleans—Woodrow Hattic.
KRMD, Shreveport—Bernard Schramm.

MARYLAND

WBAL, Baltimore—John Zufall.
WFMD, Frederick—R. L. Longstreet.
WJEJ, Hagerstown — William H. Paulsgrove.

MASSACHUSETTS

WAAB, Boston—Charles E. Eshbech.
WBZ, Boston—Charles Eshbach.
WEEI, Boston—Jesse Buffum.
WHAI, Greenfield—Joseph H. Putnam.
WESX, Salem—Al Belknap.
WBZA, Springfield—Charles Eshbech.
WTAG, Worcester—George F. E. Story.

MICHIGAN

WBCM, Bay City—Russ Lyon.
WHDF, Calumet—Earl Roberts.
WXYZ, Detroit—Felix Holt.
WFDF, Flint—Jack Lewin.
WJMS, Ironwood—Harry Wills.
WHLS, Port Huron—Edward Dougherty.

MINNESOTA

KATE, Albert Lea—Willis Lawson.
KSTP, Minneapolis-St. Paul—Paul Presby.
WDGY, Minneapolis - St. Paul — Benedict Hardman.
WLB, Minneapolis-St. Paul — Richard B. Hull.
WLOL, Minneapolis-St. Paul—Don Clayton.
KFAM, St. Cloud—Fred Schilplin.

MISSISSIPPI

WGRM, Greenwood—Robert Morgan.
WFOR, Hattiesburg—J. T. Orr.
WSKB, McComb—George Blumenstock.

MISSOURI

KFRU, Columbia—Wm. Haley Jr.
KITE, Kansas City—Bill Davis.
KMBC, Kansas City—Phil Evans.
WHB, Kansas City—Bill Walker.
KMOX, St. Louis—Charles Stookey.
WEW, St. Louis—Joe Breenen.
KDRO, Sedalia—Albert S. Drohlich.

MONTANA

KGHL, Billings—Bob Kunkel.
KFBB, Great Falls—Ted Fosse.
KGEZ, Kalispell—Walter LaBonte.
KGVO, Missoula—M. M. Oliphant.

NEBRASKA

KORN, Fremont—Paul Boyer.
KGFW, Kearney—Leonard R. Brown.
KFAB, Lincoln—Earl Williams.
WJAG, Norfolk—Art Thomas.

NEVADA

KENO, Las Vegas—Bob White.

NEW JERSEY

WSNJ, Bridgeton—Mac McGuire.

NEW MEXICO

KICA, Clovis—C. J. Todd.

NEW YORK

WNBF, Binghamton—J. R. Goranflo.
WHCU, Ithaca—Prof. Charles A. Taylor.
WJZ, New York—William Drips.
WOR, New York—Joe Bier.
WSLB, Ogdensburg—Ted Jarvis.
WMFF, Plattsburg—John Commas.
WKIP, Poughkeepsie—William F. Cope.
WHAM, Rochester—Tom Murray.
WGY, Schenectady—Emerson Markham.
WFBL, Syracuse—Frederick Demong.
WSYR, Syracuse—E. R. Vandenboncoeur.
WIBX, Utica—Robert Frear.

NORTH CAROLINA

WISE, Asheville—Grady Cole.
WWNC, Asheville—Mardi Liles.
WBT, Charlotte—Grady Cole.
WCNC, Elizabeth City—Ed Bray.
WFNC, Fayetteville—Ted Ellis.
WBIG, Greensboro — Charles Marshall Brown.
WGTC, Greenville—John F. Holbrook.
WMFR, High Point—Herman Patterson Jr.
WRAL, Raleigh—Fred Fletcher.
WAIR, Winston-Salem—Russell Dollar.

NORTH DAKOTA

WDAY, Fargo—Bob Dobbin.
KLPM, Minot—Ethel H. Cooley.

OHIO

WCPO, Cincinnati—A. H. Tomsett.
WCLE, Cleveland—Lew Henry.
WGAR, Cleveland—Ralph Worden.
WHK, Cleveland—Lew Henry.
WBNS, Columbus—Irwin Johnson.
WHKC, Columbus—John Moses.
WOSU, Columbus—Gerrald E. Ferris.
WHIO, Dayton—Richard Cull.
WING, Dayton—Ranny Daly.
WMAN, Mansfield—Gene LaValle.
WHIZ, Zanesville—William Bembower.

OKLAHOMA

KASA, Elk City—Layne Beatty.
KBIX, Muskogee—L. C. Gentry.
KOMA, Oklahoma City—Layne Beattie.
KTUL, Tulsa—Odie Thompson.

OREGON

KUIN, Grants Pass—Earl Voorhies.
KOIN-KALE, Portland—Luke L. Roberts.
KEX, Portland—Loren Milliman.
KGW, Portland—Loren Milliman.

PENNSYLVANIA

WHJB, Greensburg—Bill Rock.
WHP, Harrisburg—Russ Brinkley.
WAZL, Hazelton—James Peiser.
WGAL, Lancaster—Mervin Sneath.
KYW, Philadelphia—John Thorpe.
WCAU, Philadelphia—Charles P. Shoffner.
WFIL, Philadelphia—William Galleher.
WPIC, Sharon—David Harbin.
WMBS, Uniontown—Rex Carter.
WBAX, Wilkes-Barre—Richard Mawson.
WORK, York—John Neff.

SOUTH CAROLINA

WAIM, Anderson—Jim Blessing.
WCSC, Charleston—Russell Long.
WOLS, Florence—Ted R. Woodard.
WORD, Spartanburg—Cliff Grey.
WSPA, Spartanburg—Cliff Grey.
WFIG, Sumter—J. M. Eleazer.

SOUTH DAKOTA

KOBH, Rapid City—George Bruntlett.
KELO, Sioux City—Don Harvey.
KSOO, Sioux City—Don Harvey.
KUSD, Vermillion—Hagen Kelsey.
KWAT, Watertown—John Noonan.
WNAX, Yankton—Charles Worcester.

TENNESSEE

WDOD, Chattanooga—H. C. Carpenter.
WJHL, Johnson City—Raymond Rosson.
WMC, Memphis—John Cleghorn.

TEXAS

KFDA, Amarillo—Jerry Brookman.
KGNC, Amarillo—J. B. Linn.
KTBC, Austin—Merle McMurry.
KNEL, Brady—T. A. Parker.
KGFI, Brownsville—Willis Wilson.
WTAW, College Station—John O. Rosser.
KRLD, Dallas—Roy George.
KGKO, Fort Worth—Hugh M. Aspinwall.
WBAP, Fort Worth—Ted Gouldy.
KPDN, Pampa—Ralph Thomas.
KGKL, San Angelo—Johnny Jyles.
KTSA, San Antonio—Ralph Langley.
KVWC, Vernon—Ray Whitworth.
KRGV, Weslaco—Brad Smith.
KWFT, Wichita Falls—G. R. McNeil.

UTAH

KSUB, Cedar City—Lamont A. Tueller.

VERMONT

WCAX, Burlington—William Rose.
WDEV, Waterbury—Mal Weaver, Wm. G. Ricker.

VIRGINIA

WBTM, Danville—F. A. Dail.
WMBG, Richmond—James Cree.
WRVA, Richmond—Edward D. Naff.

WASHINGTON

KGA, Spokane—Ken Hutchison.
KHQ, Spokane—Ken Hutchison.
KMO, Tacoma—Dick Ross.
KVI, Tacoma—Rueben Gaines.

WEST VIRGINIA

WHIS, Bluefield—Mel Barnett.
WCHS, Charleston—Harold Miller.
WBRW, Welch—Harold Haight.
WWVA, Wheeling—Robert Reno.

WISCONSIN

WHBY, Appleton—Neil Franzen.
WATW, Ashland—Claude S. Pray.
WTAQ, Green Bay—Orville Leverton.
WCLO, Janesville—Paul Ruhle.
WKBH, La Crosse—Jack Martin.
WHA, Madison—Milton Bliss.
WIBA, Madison—Jack Gunning.
WOMT, Manitowoc—Don Wodak.
WMAM, Marinette—Howard Immick.
WHBL, Sheboygan—Glen James.
WFHR, Wisconsin Rapids—Donald Blanchard.

WYOMING

KWYO, Sheridan—Jack Gage.

ALBERTA

CFAC, Calgary—Ruth Meadows.
CFCN, Calgary—C. H. Stout.
CFRN, Edmonton—Vincent A. Duggan.

ONTARIO

CFOS, Owen Sound—Denys Ferry.
CKNX, Wingham—Harry J. Boyle.

PRINCE EDWARD ISLAND

CFCY, Charlottetown—A. K. Morrow.

QUEBEC

CKAC, Montreal—Francois Laroche.
CHLT, Sherbrooke—Alex Sim.

SASKATCHEWAN

CKBI, Prince Albert—A. E. Ewing.
CJCX, Yorkton—S. A. Goddard.

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Protection of Radio Program Ideas —*By Stuart Sprague**

[Revised to January 1, 1941]

THE only sure method of protecting a radio program idea is to divulge it to no one. Even then the same idea may be conceived quite independently by another, because no one person has a monopoly on thought. It is at once apparent that this method, although sound theoretically, is valueless in practice, because the creator is unable to realize any profit from an idea unless it is put to use, which cannot be done without divulging it. In disclosing it, he should protect himself as much as he can.

As most radio program ideas will require dramatization before they can be broadcast, it is advisable for the idea man to put his thoughts into radio script form. If he himself cannot do this, he should engage an experienced radio writer for the work on some suitable written profit-sharing arrangement signed by both parties. Preferably, such an agreement should put the ownership of all rights in the idea man, so that only he can sell the material.

Aside from the better protection afforded, which will be discussed later, a practical sales advantage is to be gained. Many networks, stations, advertisers and agencies which will not listen to just an idea will consider finished radio scripts. A copy should be kept because the submitted script might be lost; in fact, many companies insist upon this protection for the author because of having had experience with persons who claimed to have submitted manuscripts which were never received or were lost.

Can a mere idea be copyrighted? No! However, if the idea is expressed in a radio script consisting of dramatic or dramatico-musical material or in a lecture, sermon or address, the Copyright Office will issue a certificate of registration upon the deposit of one copy with an application for registration and a $1 fee. The copyright gives the owner no exclusive rights to use the title of the script or to the ideas expressed, although the use of certain titles can be enjoined if by reason of extensive use they have acquired a special meaning to the public.

It does give him exclusive rights as to his manner of expressing the ideas and no one can thereafter broadcast, perform or copy the script without his permission. The advantages of registration are (1) *prima facie* proof of authorship (2) proof that the work was created not later than the date of registration, (3) statutory damages and counsel fees allowable in case of infringement, and (4) psychological effect of the term "copyright" on the public and on potential or actual infringers.

It should be stated that it is not legally necessary to copyright radio scripts as they are protected by our common law until such times as copies are made for publication or sale. Public performance does not amount to publication. The advantages of this common law protection are (1) perpetual term until publication, (2) no registration formalities, (3) protection even if not in dramatic or lecture form and (4) no expense. In practice, only a small percentage of radio scripts broadcast are copyrighted, due, no doubt, to the expense and trouble of copyrighting.

Some believe that certain rights can be secured in a plan, idea or script merely by mailing it in a postpaid sealed envelope addressed to the sender or some responsible third party, the receiving party keeping the package unopened. In the writer's opinion, all that can be said for this protection scheme is that it furnishes some evidence that the idea, plan or script was conceived or written not later than the postmark date. It creates no rights that the creator of the idea would not otherwise possess. A sworn affidavit of the creator to the script or idea with a county clerk's certificate affixed (to disprove any contention that the affidavit was dated back) would seem equally effective. The important thing to bear in mind is that the rights of the parties are established by the negotiations with the prospective purchaser rather than by the affidavit or the mailing of the idea or plan.

Should the originator of a program idea or plan submit it to a station or an advertiser without having placed it in some literary form, he cannot object to its use unless he has a contract. The contract may be verbal and in some instances its terms need not even have been discussed, the courts implying a contract where the circumstances indicate that the idea man had no intention of making a gift of the idea for the commercial advantage of the other party. The jury may decide on the facts of the case to award a reasonable sum to the plaintiff; an award equal to all of defendant's profits would be excessive.

On the other hand, they may conclude that the idea was not original or that the plaintiff had no intention of securing financial compensation when he submitted it or that the defendant made no use of the idea, or that the plaintiff gave the defendant full discretion as to what, if anything, should be paid for the use of the idea, in any of which cases no recovery should be allowed.

If a program idea is submitted, both the party submitting it and the party to whom it is submitted should want it expressed in writing. Then neither party could later be confronted with the contention that the program idea was quite different from that actually submitted.

Occasionally originators of sales or program ideas have been known to submit a formal contract requiring the payment of a percentage of increased sales and to insist upon the contract being signed before divulging any details. If one were looking for the best way of killing off a prospect, this would be it. No sane advertiser could be expected to put his name to a contract that might tie his hands from using similar ideas created by his own advertising department or by other idea men.

Because of a number of court decisions allowing recoveries for the alleged use of slogans or plans, many advertising agencies have devised a form of protection against unfounded suits—a document which they require the idea man to sign. A person might hestitate to sign this form because it seems to make the agency the sole arbiter as to whether the idea is original or not and what price should be paid. However, if the agency has a reputation for fair dealing, he should rely on it and sign the agreement because no reputable agency could afford to jeopardize its good name by using an idea without paying the originator.

Various courts have held that a contract to pay for the use of an idea lacking originality is unenforceable. There are decisions that an idea for increasing profits by merely raising the price of the article sold lacked novelty and that an idea of rearranging the weight of an automobile to equalize the strain upon the springs lacked novelty. Courts have held that a plan for insurance sales could be used by the company to which it was submitted, as no steps had been taken to protect the plan from escape or disclosure; that a slogan submitted to and claimed to have been used by a department store justified a jury verdict for the idea man; that the submission of ideas or plans to an agency on a speculative basis, the agency submitting them to an advertiser, who, however, did not use them, justified a verdict against the agency for the value of services performed at the agency's request on the theory that the prestige of the agency was enhanced in the eyes of the advertiser; that when an advertiser agreed to consider an idea only on the understanding that the use to be made of it and the price, if any, to be paid for it, were to rest solely in the advertiser's discretion there could be no recovery for the use of the idea thus submitted as the creator relied solely upon the good faith and sense of fairness of the advertiser in paying for the idea; that an agency which creates an advertising plan for a client, but which is unable to reap its benefits because the client engages a different agency to use the plan, is entitled to a verdict.

A plaintiff failed to prove originality of an idea and that he originated and submitted the idea for the March of Time motion picture newsreels and therefore, his case was dismissed at the trial. A plan for cardboard reproductions of Charlie McCarthy as "give aways" in exchange for coupons contained in coffee cartons was held lacking in originality as an idea and, becaused based on the dummy created and owned, not by plaintiff, but by Bergen, made famous by defendant's radio broadcasts, no action of any kind could be maintained to secure compensation for the use of the plan. In another instance a plaintiff's verdict was set aside and a new trial ordered because of failure to prove that the idea submitted to the advertising agency induced the tobacco advertiser to entrust its advertising campaign to the agency or that the idea was drawn to the attention of, or, embodied in advertising approved by, the advertiser. In another tobacco case, the Court refused plaintiff a recovery on a plan claimed to have been submitted directly to the advertiser, the Court finding that the idea was not original.

Recently the courts have decided the following additional cases: An idea for an electric razor, although expressed in a letter, was held not to be in such concrete form as to constitute property, and was held to have been lost by "disclosure"—the facts being sufficient to spell out an implied contract to pay. An idea for a ship-to-shore radio service was also held lost by disclosure, as was also an idea for a miniature railroad at the New York World's Fair.

It is evident from the decisions handed down thus far that the law furnishes a remedy in situations in which the idea is original and is expressed in detail in concrete form and is submitted and used under conditions which make some compensation not only expected but also virtually necessary. However, since the law always favors the diligent, persons who put their ideas into the most tangible form possible and who protect them as suggested in this article are more apt to meet with success in both negotiation and litigation than persons who have mere intangible ideas or plans.

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* Partner since 1936 in the law firm Crawford & Sprague, New York; special counsel for National Committee of Independent Broadcasters in 1938, American Federation of Musicians negotiations, and for NAB and BMI in copyright matters; associate counsel NBC previous seven years and in important cases of *Kreymborg* v. *Durante, Uproar* v. *NBC & Texas Co., RCA* v. *Whitman, and WBO Broadcasting Corp., etc.;* with New York law firm Hunt, Hill & Betts prior to 1929; graduate of New York University Law School; member New York Advertising Club, Association of Bar of City of New York, American Bar Association, New York County Lawyers Association, Federal Communications Bar Association; author of "Freedom of the Air", and "More Freedom of the Air" in *Air Law Review.*

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Asterisk (*) Indicates time is sold commercially.

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*WAPI, Birmingham, Ala. — Owned by University of Alabama, Alabama Polytechnic Institute and Alabama College; leased to Voice of Alabama Inc. Director: Thad Holt.

WBAA, West Lafayette, Ind. — Purdue University. Director: Gilbert D. Williams.

WCAD, Canton, N. Y.—St. Lawrence University. Director: Harold K. Bergman.

WCAL, Northfield, Minn. — St. Olaf College. Director: M. C. Jensen.

WCAT, Rapid City, S. D. — South Dakota State School of Mines.

*WEW, St. Louis, Mo.—St. Louis University. Faculty Director: Rev. W. A. Burk. S.J. Manager: Nicholas Pagliara.

*WGST, Atlanta, Ga. — Licensed to Georgia School of Technology; operated commercially under lease. Director: C. H. Calhoun.

WHA, Madison, Wis.—University of Wisconsin. Director: H. B. McCarty.

*WHAZ, Troy, N. Y. — Rensselaer Polytechnic Institute. Director: W. J. Williams.

*WHCU, Ithaca, N. Y.—Licensed to Cornell University. Director: Michael R. Hanna.

WILL, Urbana, Ill. — University of Illinois. Director: Joseph F. Wright.

WKAR, East Lansing, Mich.—Michigan State College. Director: Robert J. Coleman.

*WTAQ. Green Bay, Wis.—St. Norbert's College. Faculty Director: Father James A. Wagner. Manager: Haydn R. Evans.

*WHBY, Appleton, Wis.—St. Norbert's College, Green Bay, Wis. Director: Father James A. Wagner. Manager: Haydn R. Evans.

WLB, Minneapolis, Minn. — University of Minnesota. Program Director: Burton Paula.

WLBL, Stevens Point, Wis.—Regents, University of Wisconsin, Madison.. Director: F. R. Calvert.

WNAD, Norman, Okla. — University of Oklahoma. Director: Homer R. Heck.

WOI, Ames, Ia.—Iowa State College of Agriculture & Mechanic Arts. Director: W. I. Griffith.

WOSU, Columbus, O. — Ohio State University. Director: R. C. Higgy.

*WRUF, Gainesville, Fla.—University of Florida. Director: Garland Powell.

WSAJ, Grove City, Pa.—Grove City College. Director: H. W. Harmon.

WSUI. Iowa City, Ia.—University of Iowa. Director: Carl H. Menzer.

WSVS. Buffalo, N. Y.—Seneca Vocational High School. Principal: Elmer S. Pierce.

WTAW, College Station, Tex.—Agricultural & Mechanical College of Texas. Director: John O. Rosser.

*WWL, New Orleans, La. — Loyola University. Director: W. H. Summerville.

KBPS, Portland, Ore.—Benson Polytechnic School. Director: William Allingham.

KFDY, Brookings, S. D. — South Dakota State College. Director: Jack Towers.

*KFJM, Grand Forks, N. D. — University of North Dakota. Director: Dalton LeMasurier.

KFKU, Lawrence, Kan. — University of Kansas. Director: H. G. Ingham.

KOAC, Corvallis, Ore.—Oregon State System of Higher Education (State Agricultural College, operator).

*KPAC, Port Arthur, Tex. — Port Arthur College (Business and radio college). President: Charles Vaughan. Manager: Glenn Hewitt.

KSAC, Manhattan, Kan. — Kansas State College of Agriculture & Applied Sciences. Director: H. Umberger.

KUSD, Vermillion, S. D.—University of South Dakota. Director: G. Russell Bauer.

*KUOA, Siloam Springs, Ark.—John Brown University. Director: Storm Whaley.

KWLC, Decorah, Ia.—Luther College.

KWSC, Pullman, Wash. — Washington State College. Director: Kenneth E. Yeend.

CANADIAN

*CFRC, Kingston, Ont. — Queen's University. Director: James Annand.

CKUA, Edmonton, Alta.—University of Alberta. Director: Donald Cameron.

RELIGIOUS INSTITUTIONS

WAWZ. Zaraphath, N. J.—Pillar of Fire. Direcior: Ray B. White.

WBBL. Richmond, Va.—Grace Covenant Presbyterian Church. Director: M. A. Sitton.

WBBR. Brooklyn. N. Y.—Watchtower Bible & Tract Society Inc.

WMBI. Chicago, Ill. — Moody Bible Institute. Director: Henry C. Crowell.

WMPC, Lapeer, Mich. — First Methodist Protestant Church. Director: F. S. Hemingway.

KFGQ. Boone, Ia. — Boone Biblical College. President: Lois Crawford.

KFSG. Los Angeles, Cal.—Echo Park Evangelical Association. (Aimee Semple McPherson.) Director: Phil Kerr.

KFUO. St. Louis, Mo.—Evangelical Lutheran Synod of Missouri, Ohio and Other States. Director: Rev. Herman H. Hohenstein.

KPOF. Denver, Colo.—Pillar of Fire. Director: Arthur K. White.

KPPC. Pasadena, Cal.—Licensed to Pasadena Presbyterian Church. Director: Frank M. Veale.

*KSL, Salt Lake City — Licensed to Radio Service Corp. of Utah, controlling interest in which is owned by Latter Day Saints (Mormon) Church. Director: Ivor Sharp.

KTW, Seattle, Wash. — First Presbyterian Church.

MUNICIPAL AND STATE STATIONS

*WCAM, Camden, N. J. — City of Camden. Operated under lease-of-time arrangement by Mack Radio Sales. Director: F. S. Caperoon.

*WJAX, Jacksonville, Fla.—City of Jacksonville. Director: John T. Hopkins III.

WNYC. New York City—City of New York. Director: Morris S. Novik.

*WRR, Dallas, Tex.—City of Dallas. Director: Charles B. Jordan.

*WSUN, St. Petersburg, Fla. — St. Petersburg Chamber of Commerce. Director: Louis Link.

*KTHS, Hot Springs, Ark. — Hot Springs Chamber of Commerce. Director: John I. Prosser.

SHORT WAVE EDUCATIONAL STATIONS

KALW, San Francisco, Cal. (CP)—San Francisco Unified School District; 1,000 watts on 42100 kc; George G. Mullany, manager-program director.

WBKY, Beattyville, Ky.—University of Kentucky; 100 watts on 41900 kc. Program Director: Ruth Fox.

WBOE, Cleveland, O. — Cleveland City Board of Education; 1,000 watts on 42500 kc. Executives: William B. Levenson, manager; Mary Rozance, program director; John D. Woodward, chief engineer.

WNYE, Brooklyn, N. Y.—Board of Education, City of Brooklyn; 500 watts on 41100 kc. Executives: Albert Lloyd Colston, manager; James F. Macandrew, program director; Herman Haverkamp, chief engineer.

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BRITISH BROADCASTING CORP.—North American Representative: Gerald Cock, 620 Fifth Ave., New York City. Telephone: Circle 7-0630.

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Directory for 1940

NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies

United States and Canada

n. Network programs
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rn. Regional network programs
sw. Shortwave
t. Transcriptions
ta. Transcription announcements
sa. Local studio announcements

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A

HOTEL ABBEY, New York. Agency: Burke Publicity Bureau, N. Y. *sp t*

ABSORENE MFG. Co., St. Louis (cleaners). Agency: Ross-Gould Co., St. Louis. *sa*

ACE PHOTO LOCKET Co., Lincoln, Neb. (mail order jeweler). Agency: Allen & Reynolds, Omaha. *sa*

ACME BREWING Co., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. *ta sa sp*

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agencies: Henri, Hurst & McDonald, Chicago (automatic division only). Holden, Graham & Clark, Detroit. *r rn sa t*

ADAM HAT STORES, New York (hat chain). Agency: Glicksman Adv. Co., N. Y. *n sa t sw*

AGFA-ANSCO FILM Co., New York (film). Agency: Young & Rubicam, N. Y. *sa*

AIR CONDITIONING TRAINING Corp., Youngstown (school). Agency: National Classified Adv. Agency, Youngstown. *t sp*

F. J. AIREY Co., Los Angeles (Ko-Nox cold remedy). Agency: W. C. Jefferies Co., Los Angeles. *sa. ta*

AJAX BREWING Co., Indianapolis. Agency: Appleton Adv. Agency, Muncie. *sp*

AKRON LAMP & MFG. Co., Akron (Diamond irons). Agency: Guenther-Bradford, Chicago. *sp sa*

ALASKA PACIFIC SALMON Co., Seattle (Peter Pan salmon). Agency: J. William Sheets, Seattle. *sp*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour. Friskies). Agency: Erwin, Wasey & Co., Chicago. *t rn sp*

ALBERT LABORATORIES, Chicago (Resperine hay fever remedy). Agency: First United Broadcasters, Chicago. *sp*

ALKINE LABORATORIES, New Brunswick, N. J. (Flemolyn cough remedy). Agency: Erwin, Wasey & Co., N. Y. *sa*

ALLCOCK MFG. Co., New York (porous plaster). Agency: Small & Seiffer, N. Y. *ta*

BONA ALLEN Inc., Buford, Ga. (shoes). Agency: Groves-Keen, Atlanta. *sa*

ALLES & FISHER, Boston (JA-63 cigars). Agency: Lester B. Hawes, Boston. *rn*

ALLIED MILLS, Fort Wayne, Ind. (Wayne poultry & livestock feeds). Agency: Louis E. Wade Inc., Fort Wayne. *t*

ALLIS-CHALMERS MFG. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins, Milwaukee. *n sa sp*

ALL-SAINTS-BY-THE-SEA EPISCOPAL CHURCH, Santa Barbara, Cal. Agency: John Pettus Adv., Santa Barbara. *rn*

ALL-STATE INSURANCE Co., Chicago. Agency: E H. Brown Adv Agency, Chicago. *sa*

ALL-YEAR CLUB, Los Angeles. Agency: Lord & Thomas, Los Angeles. *sa t*

AMERICA FIRST COMMITEE, Chicago (political). Agency: BBDO, Chicago. *t*

AMERICAN AGRICULTURAL CHEMICAL Co., New York (X-O cleaner). Agency: Cowan & Dengler, N. Y. *rn*

AMERICAN BEAUTY MACARONI Co., St. Louis. Agency: R. J. Potts & Co., Kansas City. *sa*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN CHICLE Co., Long Island, N. Y. (chewing gum). Agency: Badger & Browning & Hersey, N. Y. *ta t sp*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Young & Rubican, N. Y. *sa n*

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN DAIRY ASSN., Chicago (national marketing group). Agency: Lord & Thomas, Chicago. *sa ta*

AMERICAN ECONOMIC FOUNDATION, Cleveland. Agency: Bayless, Kerr Co., Cleveland. *n sp*

AMERICAN EXPRESS Co., New York. Agency: Moser & Cotins, N. Y. *sw*

AMERICAN FRUIT GROWERS, Pittsburgh (Blue Goose). Agency: Walker & Downing, Pittsburgh, *sa.*

AMERICAN GREETING PUBLISHERS, Detroit (greeting cards). Agency: Simons-Michelson, Detroit. *ta*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolynos Co., Mystic Labs., Petrologar Labs., John Wyeth & Bros., Wyeth Chemical Co.). Agency: Blackett-Sample-Hummert, N. Y. *n t*

AMERICAN INSTITUTE OF FOOD PRODUCTS, New York (food broker). *sp*

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. *rn sp*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *n rn sa sp*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. *sa n sp*

AMERICAN SNUFF Co., Kansas City. Agency: Simon & Gwynn, Memphis. *sp*

AMERICAN STEEL & WIRE Co., Cleveland (U. S. Steel subsid.). Agency: BBDO, Pittsburgh. *sp*

AMERICAN STOVE Co., Cleveland. Agencies: Richardson-Oswald, Cleveland; BBDO, N. Y. *sp t*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *sa sp rn t ta*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan); Young & Rubicam, N. Y. (Half & Half, Pall Mall); L. H. Hartman Co., N. Y. (Herbert Tareyton), *n t ta sa*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t*

ANDREWS HEATER Co., Los Angeles. (wall gas heaters). Agency: W. Mears Adv. Agency, Los Angeles. *sa*

ANTROL LABORATORIES, Los Angeles (Antrol, Snarol insecticides). Agency: Brisacher, Davis & Staff, Los Angeles. *sp ta*

APPLE BEVERAGE Corp., New York. Agency: George G. Seidenbaum Adv. Agency, N. Y. *sp*

A. P. W. PAPER Co., Albany, N. Y. (tissue). Agency: McCann-Erickson, N. Y. *sa*

K. ARAKELIAN Inc., New York (wines). Agency: Firestone Adv. Service, N. Y. *sp ta*

ARCADY FARMS MILLING Co., Chicago (livestock & poultry feeds). Agency: Erwin, Wasey & Co., Chicago. *sa t*

ARIZONA BREWING Co., Phoenix, Ariz. Agency: Advertising Counselors, Phoenix. *rn*

ARKANSAS-LOUISIANA GAS Co., Little Rock (Ruud heaters). *ta*

ARKANSAS SOFT PINE BUREAU, Little Rock (paneling). Agency: Robert H. Brooks Co., Little Rock. *t*

ARMAND Co., Chicago (cosmetics). Agency: Russell M. Seeds Co., Chicago. *sp*

ARMOUR & Co., Chicago (Treet, Perk). Agency: Lord & Thomas, Chicago. *sa t sp*

ARMOUR FERTILIZER WORKS, Atlanta. Agency: Gottschaldt-Humphrey, Atlanta. *t sa*

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. *t*

ARMSTRONG FAMILY, Los Angeles (mortuary). Agency: Ted Dahl Adv. Agency, Los Angeles. *sp*

ARROWHEAD & PURITAS WATERS, Los Angeles (bottled water). Agency: McCarty Co., Los Angeles. *sp*

ART METAL WORKS, New York (Ronson lighters). Agency: Cecil & Presbrey, N. Y. *sa*

ARVEY Corp., Chicago (R-V Lite glass substitute). Agency: Simmonds & Simmonds, Chicago. *sa*

ASSOCIATED SERUM PRODUCERS, Omaha (hog serum). Agency: Fairall & Co., Des Moines. *sa sp*

ASSOCIATION OF GAS APPLIANCE & EQUIPMENT Mfrs., New York (American Gas Assn.) *t*

ASTOR HOTEL, New York. *sw*

ATLANTIC CITY STEEL PIER, Atlantic City (amusement resort). Agency: Jack Yarmov & Co. *sp*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIS SALES Corp., Rochester (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. *rn*

ATLAS IMPORT & EXPORT Co., Philadelphia (wine). Agency: Philip Klein, Philadelphia. *sa*

AURORA LABORATORIES, Chicago (Clear Again remedy). Agency: Neisser-Meyerhoff, Chicago. *sa sp ta*

AUSTIN STUDIOS, Los Angeles (photographs). Agency: Chet Peterson Adv., Los Angeles. *sa*

AUTO CRAFT TRAINING Co., Chicago (technical school). Agency: First United Broadcasters, Chicago. *sp*

AUTOMOBILE CLUB OF MICHIGAN, Detroit. Agency: Brooke, Smith & French, Detroit. *rn*

AVIATION INSTITUTE, Denver (training school). Agency: Lane-Freiberger Agency, Denver. *sp*

AXTON-FISHER TOBACCO Co., Louisville (20 Grand). Agencies: Weiss & Geller, Chicago; McCann-Erickson, Chicago. *sp n*

B

B. C. FRUIT BOARD, Kelowna, B. C. Agency: Canadian Adv. Agency, Montreal. *sa*

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sa sp*

B. T. BABBITT Co., New York (Bab-O cleanser). Agencies: Blackett-Sample-Hummert, N. Y.; Maxon Inc., N. Y. *n t sp*

BABCOCK BROS., Denison, Tex. (auto accessory chain). Agency: Ferguson Co., Dallas. *sp*

GEORGE S. BAILEY HAT Co., Los Angeles. Agency: Lee Ringer Adv., Los Angeles. *rn*

MRS. BAIRDS BAKERIES, Dallas. Agency: Tracy-Locke-Dawson, Dallas. *rn sa*

BAKER EXTRACT Co., Springfield, Mass. (flavoring). Agency: Snow, Bates & Orme, Springfield, Mass. *rn*

BALDWIN LABS., Saegertown, Pa. (Dwin). Agency: Yount Co., Erie, Pa. *sa sp*

P. BALLANTINE & SONS, Newark (beer). Agency: J. Walter Thompson Co., N. Y. *sa ta*

BALLARD & BALLARD Co., Louisville (Ovenready biscuits). Agency: Henri, Hurst & McDonald, Chicago. *sp sa*

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco. Agency: Charles R. Stuart, San Francisco. *rn sp ta*

BARBARA ANN BAKING Co., Los Angeles (bread). Agency: Dan B. Miner Co., Los Angeles. *sp*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin Wasey & Co., N. Y. *sa sp*

BARRON-GRAY Co., San Jose, Cal. (fruit cocktail). Agency: Long Adv. Service, San Jose. *rn*

BASIC FOODS Inc., Los Angeles (Honey-Lax bread). Agency: Elucidator Publications, Hollywood. *sp rn t*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sa sp*

BAUER & BLACK, Chicago (Blue Jay corn plaster, Velure hand lotion). Agencies: Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., Chicago. *sp*

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed innoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa sp n t*

BEACON MILLING CO., Cayuga, N. Y. (animal feeds). *sp*

J. W. BEARDSLEY SONS, Newark (food). Agency: Neff-Rogow, N. Y. *sp*

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Lord & Thomas, Chicago. *rn sp t*

BEAUMONT LABORATORIES, St. Louis (4-way cold tablets). Agencies: H. W. Kastor & Sons, Chicago. (4-way vaporizing rub). Russell M. Seeds Co., Chicago, *ta*

BEECH-NUT PACKING Co., Canajoharie, N. Y. (chewing gum). Agency: Newell-Emmett Co., N. Y. *sa t n*

BEEMAN'S LABORATORY, Atlanta (BGO, BQR remedies). *sp*

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agency: N. W. Ayer & Son, Chicago. *sp rn*

BEKINS VAN & STORAGE Co., Los Angeles. Agency: Brooks Adv. Agency, Los Angeles. *sa*

BELEM PRODUCTS Co., Houston (Belem Lotion). Agency: Giezendanner-Gilliam & Co., Houston. *rn sp*

BELL & Co., Orangeburg, N. Y. (Bell-Ans). Agency: Anderson, Davis & Platte, N. Y. *rn*

WM. A. BELL Co., Boston (seasoning). Agency: H. B. LeQuatte Inc., N. Y. *rn*

BELL TELEPHONE SYSTEM, New York. Agency: N. W. Ayer & Son, N. Y. *n*

DR. BELL WONDER MEDICINE Co., Kingston, Ont. Agency: Dominion Bcstg. Co., Toronto. *t*

GEORGE BELSAY Co., Los Angeles (electrical appliances). Agency: Dan B. Miner Co., Los Angeles. *rn*

BEMAX LABS., Bloomfield, N. J. (vitamins). Agency: Atherton & Currier, N. Y.

BENEFICIAL CASUALTY INSURANCE Co., Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *sp*

BENEFICIAL MANAGEMENT Corp., Newark. Agency: Al Paul Lefton Co., N. Y. *n*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BERG-WILLIAMS Corp., New York (Dura-Pearl dentifrice). Agency: Morgan Reichner & Co., N. Y. *sa*

BEST FOODS, New York (Hellman's mayonnaise, Nuaco, etc.). Agency: Benton & Bowles, N. Y. *n*

BESTYETT FOODS Co., Fort Worth. Agency: Ray K. Glenn, Dallas. *sp*

BETTER SPEECH INSTITUTE OF AMERICA, Chicago (publications). Agency: McJunkin Adv. Co., Chicago. *n*

BEVERWYCK BREWERY, Albany. Agency: Peck Adv. Agency, N. Y. *sp sa*

BEWLEY MILLS, Fort Worth, Tex. Agency: Cy Leland, Fort Worth. *sp*

BIG NICK CONFECTIONERS, Fort Worth. Agency: Southern Adv. Agency, Fort Worth. *rn*

BILBARA PUBLISHING Co., New York (Movie Life magazine). *sa*

BIRELEY'S, Hollywood (Bireley's orange). Agency: Raymond R. Morgan Co., Los Angeles. *t sa*

BISCEGLIA BROS. WINE Corp., New York. Agency: J. M. Korn & Co., N. Y.

BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert, Chicago.

BLACK FLAG Co., Baltimore (insecticide). Agency: Al Paul Lefton Co., Philadelphia. *sp*

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax). Agency: Raymond Spector, N. Y. *sp*

BLOCK DRUG Co., Jersey City. Agency: Redfield-Johnstone, N. Y. *ta*

BLOCK MFG. OUTDOOR Co., Seattle (wash clothing). Agency: Erwin Wasey & Co., Seattle. *sp*

BLOUNT PLOW WORKS, Evansville, Ind. (Flexible cultivators). *ta*

BLUE JAY MFG. Co., Huntington, W. Va. (overalls). *sp*

BLUE RIBBON BOOKS, N. Y. (educational series). Agency: Northwest Radio Adv. Co., Seattle. *t sa*

BLUE SEAL EXTRACT Co., Cambridge, Mass. (King orange soda). Agency: Goulston Co., Boston.

BODU LABS., Cleveland (cosmetics). Agency: Carpenter Adv. Agency, Cleveland. *t*

CHEF BOIARDI FOOD PRODUCTS Co., Milton, Pa. (spaghetti). Agency: McJunkin Adv. Co., Chicago. *rn*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa sp*

BOOK-A-WEEK CLUB, New York. Agency: H. C. Morris & Co., N. Y. *t*

BORDEN Co., San Francisco (milk). Agency: McCann-Erickson, San Francisco. *sp rn*

BORDEN Co., Toronto (milk). Agency: Young & Rubicam, Toronto. *t*

BORDEN'S FARM PRODUCTS Co. New York (dairy products). Agency: BBDO, N. Y. *sp*

BORDEN'S ASSOCIATED COMPANIES, San Francisco (dairy products). Agencies: McCann-Erickson, San Francisco; Young & Rubicam, Hollywood. *sp*

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp*

BOST TOOTH PASTE Corp., New York. Agency: Erwin Wasey & Co., N. Y. *sp ta*

BOSTON FOOD PRODUCTS Co., Boston. Agency: Lavin Co., Boston. *rn*

BOSTON & MAINE RR, Boston (transportation). Agency: Doremus & Co., Boston. *sa*

BOTANY LANOLIN PRODUCTS, New York (cosmetics). Agency: Alfred J. Silberstein Inc., N. Y. *t*

BOTANY WORSTED MILLS, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Inc., N. Y. *sa t*

BOTTLED MOTOR OIL DISTRIBUTORS, Los Angeles (Bottlube). Agency: Glasser Adv. Agency, Los Angeles. *sa sp*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Sorenson & Co., Chicago. *n*

A. S. BOYLE Co., Jersey City (Old English wax, Rug-Sta, Samoline, Fly Ded, Black Flag, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n*

BRA-MOLL COSMETIC Co., Los Angeles. *sp*

BRAVO PRODUCTS Co., Detroit (cleanser). Agency: Campbell-Ewald Co., Detroit. *rn*

BRAZIL, GOVERNMENT OF, Rio de Janeiro. Agency: Campbell-Ewald Co. of N. Y. *n*

BREAKFAST CLUB COFFEE, Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sp sa*

BREMMEN BROS., Chicago (Elfin crackers). Agency: McJunkin Adv., Chicago. *sa*

BREWING CORP. OF AMERICA, Cleveland (Carling's Ale). Agency: Aircasters Inc., Detroit. *sp*

BREYER ICE CREAM Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *sa*

C. A. BRIGGS Co., Cambridge, Mass. (H. B. cough drops). Agency: Horton-Noyes Co., Providence. *sa ta*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.) Agencies: Young & Rubicam, N. Y. (Minit Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t*

BRISTOL-MYERS Co., Toronto. (Ipana, Sal Hepatica). Agency: Ronalds Adv. Agency, Montreal. *sp*

BRITISH AMERICAN OIL Co., Toronto. Agency: J. Walter Thompson Co., Toronto. *sp*

BRITISH COLUMBIA FRUIT BOARD, Kelowna, B. C. Agency: Canadian Adv. Agency, Montreal.

BROOKS INC., Los Angeles (clothing chain). Agency: Stodel Adv. Agency, Los Angeles. *ta sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon, Wings cigarettes, Bugler cigarette tobacco). Agency: BBDO, N. Y. (Avalon cigarettes). Russell M. Seeds Co., Chicago. *t sp n*

W. K. BUCKLEY Ltd., Toronto. Agency: Tandy Adv. Agency, Toronto; Richardson-MacDonald Adv. Service, Toronto. *ta sa sp*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *ta sa*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BUNTE BROS. CANDY Co., Chicago (Tango bars). Agency: Presba, Fellers & Presba, Chicago. *sa sp*

BURGESS BATTERY Co., Niagara Falls, Ont. Agency: Richardson-MacDonald Adv. Service, Toronto. *sa*

BURLINGTON TRANSPORTATION Co., Chicago (tour service). Agency: Reincke, Ellis, Younggreen & Finn, Chicago. *sa*

BURNHAM & MORRILL Co., Portland, Me. (B & M baked beans). Agency: Lavin & Co., Inc., Boston. *ta sa*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Cy Leland, Fort Worth. *t rn sp*

BURRY BISCUIT CORP., Linden, N. J. Agency: Cowan & Dengler, N. Y. *rn*

P. S. BUSTON CHEMICAL Co., Toronto (medicinal). Agency: Frontenac Bestg. Co., Toronto. *sa*

H. H. BUTLER STORES, New York (men's clothing). Agency: Brown & Gravenson, N. Y. *sp*

BZB HONEY Co., Alhambra, Cal. Agency: Glasser Adv. Agency, Los Angeles. *sp*

C

CADILLAC MOTOR CAR DIVISION, Chicago. *sp*

JOHN E. CAIN INC., Cambridge, Mass. (mayonnaise). Agency: Chambers & Wiswell, Boston. *rn*

CAL-ASPIRIN Corp., New York (proprietary). Agency: Blackett-Sample-Hummert, N. Y. *n*

CALAVA GROWERS OF CALIFORNIA, Los Angeles (avacados). Agency: Lord & Thomas, Los Angeles. *sa rn sp*

CALDOW PAINT Co., Oakland, Cal. *sp*

DR. W. B. CALDWELL Inc., Monticello, Ill. (proprietary). Agency: Sherman & Marquette, Chicago; (Syrup Pepsin). *ta*

CALIFORNIA ANIMAL FOOD Co., Oakland (Calo dog food). Agency: Emil Brisacher & Staff, San Francisco. *sp*

CALIFORNIA FEDERAL SAVINGS & LOAN ASSN., Los Angeles. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sp*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist Oranges). Agency: Lord & Thomas, Los Angeles. *sa sp rn*

CALIFORNIA GROWN SUGAR GROUP, San Francisco (beet sugar). Agency: Botsford, Constantine & Gardner, San Francisco. *sp*

CALIFORNIA PACKING Corp., San Francisco (canned food). Agency: McCann-Erickson, San Francisco. *t*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose (Sunsweet prunes). Agency: Long Adv. Service, San Jose. *rn*

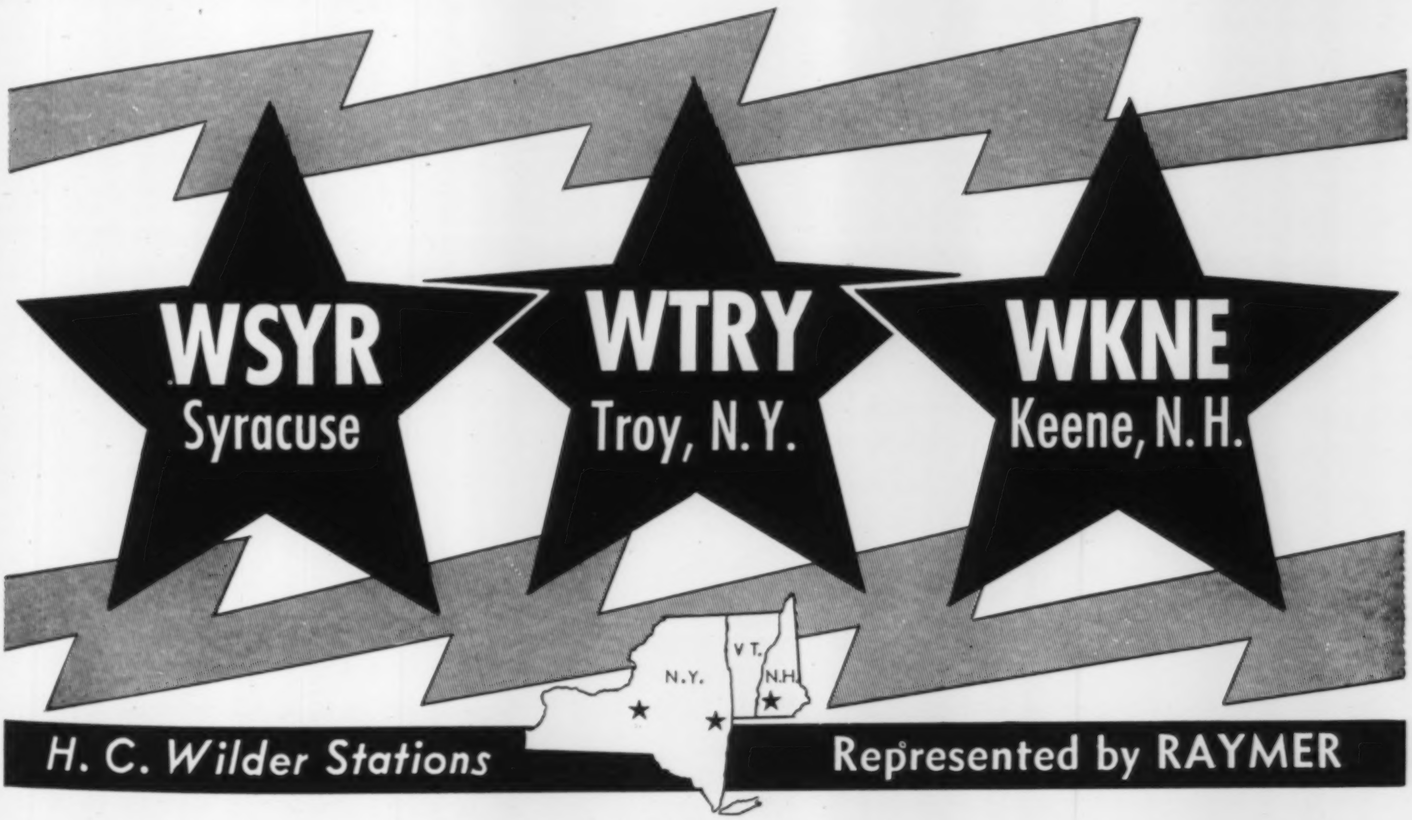
CALIFORNIA REDWOOD ASSN., San Francisco. Agency: Erwin Wasey & Co., San Francisco.

CALIFORNIA SPRAY CHEMICAL Co., Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Jose, Cal. *sa*

CALIFORNIA WALNUT GROWERS ASSN., Los Angeles. Agency: Lord & Thomas, Los Angeles. *t*

CALIFORNIA WINE Co., Chicago (Barloma wines). Agency: Irvin Myerson, Chicago. *sa*

CAMMARANO BROS., Tacoma, Wash. *tp*



XUM

DIRECTORY OF 1940 NATIONAL-REGIONAL RADIO ADVERTISERS

CAMPANA SALES Corp., Batavia, Ill. (Italian balm). Agency: Aubrey, Moore & Wallace, Chicago. *n sa*

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sa*

CAMPBELL-SELL BAKING Co., Denver (bread). Agency: Woolley & Hunter, Denver. *sp*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agency: Ward Wheelock Co., Philadelphia. *n rn*

CAMPBELL SOUP Co., New Toronto, Ont. Agency: Ward Wheelock Co., Philadelphia. *n*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *n t rn*

CANADA STARCH Co., Toronto (corn syrup). Agency: Vickers & Benson, Toronto. *sp sa*

CANADIAN CANNERS, Hamilton, Ont. (canned foods). Agency: Russell T. Kelly Ltd., Hamilton. *ta*

CANADIAN GYPSUM Co., Toronto (insulation). Agency: Walsh Adv. Co., Toronto. *sa*

CANADIAN INDUSTRIAL ALCOHOL Co., Montreal (anti-freeze). Agency: Ronalds Adv. Agency, Montreal. *sp*

CANADIAN INDUSTRIES, Montreal (paint). Agency: J. Walter Thompson Co., Toronto. *rn sa*

CANADIAN NATIONAL CARBON Co., Toronto (Everready). Agency: Clarke E. Locke, Toronto. *sp ta*

CANADIAN RAILWAY ASSN., Montreal. *n*

CANADIAN STARCH Co., Montreal (corn syrup). Agency: Vickers & Benson, Montreal. *sp*

CANDID EYE, Philadelphia (magazine). Agency: Albert Kircher Co., Chicago. *sp*

JOHN B. CANEPA Co., Chicago (Red Cross macaroni products). Agency: J. Edward Long Adv. Agency, Chicago. *sp n*

CANNELL & CHAFFIN, Los Angeles (decorators). Agency: Heintz, Pickering & Co., Los Angeles. *sp*

CANUSA MFG. Co., Toronto (medicinal). Agency: Radio Centre Ltd., Toronto. *tp*

CARDINET CANDY Co., Oakland, Cal. Agency: Thomaschke-Elliott, Oakland. *rn*

CAREY SALT Co., Hutchinson, Kan. Agency: McJunkin Adv. Co., Chicago. *t*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *sa sp t*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *n sp sa t*

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnut milk compound). Agency: Henri, Hurst & McDonald, Chicago. *sp*

CARTER COAL Co., New York (coke). Agency: Ralph H. Jones Co., Cincinnati. *sp*

CARTER PRODUCTS, New York (liver pills, Arrid). Agencies: Street & Finney, N. Y. *sa t ta*; Small & Seiffer, N. Y. *t ta sw*

CARY MAPLE SUGAR Co., St. Johnsbury, Vt. (Highland Maple Syrup). Agency: Chas. W. Hoyt Co., N. Y. *rn sp*

CASTLEBERRY'S FOOD Co., Augusta, Ga. Agency: Nachman-Rhodes Agency, Augusta. *n sp*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Long Adv. Service, San Francisco. *n*

CATELLI FOOD PRODUCTS, Montreal. Agency: E. W. Reynolds Co., Toronto. *sa tp*

CATERPILLER TRACTOR Co., Peoria, Ill. *sp*

CATSPAW RUBBER Co., Baltimore (rubber heels and soles). Agency: S. A. Levine Co., N. Y. *sa ta*

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CENTILIVRE BREWING Co., Fort Wayne. Agency: Mitchell-Foust Adv. Co., Fort Wayne. *sa*

CHAMBERLIN LABORATORIES, Des Moines (hand lotion). Agency: L. W. Ramsey Co., Davenport. *n*

CHAPMAN ICE CREAM Co., Los Angeles (chain stores). Agencies: Ted Dahl Adv. Agency, Los Angeles; Brisacher, Davis & Staff, Los Angeles. *sp*

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration dog food). Agency: Ruthrauff & Ryan, Chicago. *n sp t*

CHASE & Co., Sarasota, Fla. (celery). Agency: Glaser-Gottschaldt, Boston. *sa n*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agency: Nelson Chesman & Co., Chattanooga. *sa*

CHEMICALS Inc., San Francisco (Vano). Agency: Botsford, Constantine & Gardner, San Francisco. *rn*

CHERRY SPECIALTY Co., Chicago (Dainties). Agency: Coe, Guy & Walter, Chicago. *ta*

CHESEBOROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *rn sa*

CHICAGO DISTILLED WATER & BEVERAGE Co., Chicago (root beer). Agency: Malcolm-Howard, Chicago. *sp*

CHICAGO, DULUTH & GEORGIAN BAY TRANSIT Co. (lake excursions), Detroit. Agency: Campbell-Ewald Co., Detroit. *sp*

CHICAGO HERALD-AMERICAN, Chicago. *sp*

CHICAGO MAIL ORDER Co., Chicago. Agency: Buchanan & Co., Chicago. *sp t*

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cunnyngham, Chicago. *ta*

CHICAGO & NORTHWESTERN RAILROAD, Chicago. Agency: Caples Co., Chicago. *sp*

CHICAGO & SOUTHERN AIR LINES, Chicago. Agency: Edwin Wasey & Co., Chicago. *sa t*

CHICAGO TECHNICAL COLLEGE, Chicago (technical school). Agency: Buchanan & Co., Chicago. *sa sp*

CHILDS RESTAURANT Co., New York. Agency: Geyer, Cornell & Newell, N. Y. *sp*

CHILEAN NITRATE SALES Corp., New York (fertilizer). Agency: O'Dea, Sheldon & Canaday, N. Y. *t*

CHO-CHO Co., Milwaukee (ice cream stick). Agency: Neisser-Meyerhoff, Chicago. *ta*

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink). Agency: McCord Co., Minneapolis. *sp sa*

CHRISTIAN REFORMED CHURCH, Chicago. *sp*

CHRYSLER Corp., Detroit (Chrysler Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, DeSoto); Lee Anderson Adv. Co., Detroit. *n sa ta*

CHURCH & DWIGHT, New York (soda). Agency: Brooke, Smith, French & Dorrance, N. Y. *sa*

CHURCH GRAPE JUICE Co., Seattle. Agency: Erwin, Wasey & Co., Seattle. *sp*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. *n sa*

CITRUS CONCENTRATES Co., Dunedin, Fla. Agency: Newby, Peron & Flintcraft, Chicago. *sa*

HAROLD H. CLAPP Inc., Rochester. Agency: Young & Rubicam, N. Y. *n*

D. L. CLARK Co., Pittsburgh (candy). Agency: Albert P. Hill Co., Pittsburgh. *sa ta*

CLARK CLEVELAND Inc., Binghamton, N. Y. (toothpowder). Agency: Street & Finney, N. Y. *sa*

CLEVELAND CLEANER & PASTE Co., Cleveland (wall paper cleaner). Agency: Campbell-Sanford Adv. Co., Cleveland. *sa*

CLICQUOT CLUB Co., Mill, Mass. (gingerale, sola). Agency: N. Y. Ayer & Son, N. Y. *sa*

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner). Agency: Carr Liggett Co., Cleveland. *ta*

CLINTON WATCH Co., Chicago. Agency Malcom-Howard, Chicago. *sa*

CLUETT, PEABODY & Co., N. Y. (Arrow Sanforized shirts). Agency: Young & Rubicam, N. Y. *sp sa*

CLUETT, PEABODY & Co. of Canada Toronto (Arrow shirts and ties). Agency Cockfield Brown & Co., Toronto .*t*

COAST FEDERAL SAVINGS & LOAN ASSN., Los Angeles (investments Agency: Robert F. Dennis Adv. Agency Los Angeles. *sa sp*

COAST FISHING Co., Wilmington, Ca (Puss-in-Boots cat food). Agency: Dan B Miner Co., Los Angeles. *sa*

COCA COLA Co., Atlanta (beverage Agency: D'Arcy Adv. Co., St. Louis. *n sp*

COCA COLA BOTTLING Co., Cincinnati *sp*

COFFEE PRODUCTS Co. of America, Los Angeles (coffee). Agency: Theodore B Creamer Adv., Holywood. *sa*

COLEMAN LAMP & STOVE Co., Los Angeles (house appliances). Agency: W Austin Campbell Co., Los Angeles. *sp ta*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agency: Lord & Thomas, Toronto *n rn*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soap, cosmetics). Agencies Sherman & Marquette, Chicago (Cashmere Bouquet, Super-Suds, Halo, tooth powder Colgate shave creams); Ted Bates Inc. Chicago (dental cream, Palmolive shave cream, Octagon, Klek); Ward Wheelock Co., N. Y. (Palmolive soap). *n*

COLONIAL BAKING Co., Memphis Agency: Kremer & Howard, Memphis. *sp*

COLONIAL BEACON OIL Co., Boston (Esso). Agency: Marschalk & Pratt, N. Y. *sp*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser Adv. Agency, Los Angeles. *sa ta rn*

COLONIAL POULTRY FARMS, Pleasant Hill, Mo. Agency: R. J. Potts & Co., Kansas City. *sp*

COLUMBIA BAKING Co., Atlanta. Agency: Freitag Adv. Agency, Atlanta. *ta*

COLUMBIA BREWING Co., St. Louis (Alpen Brau beer). Agency: Olian Adv. Co., St. Louis. *sp*

COLUMBIA PICTURES Corp., New York. Agency: Biow Co., N. Y. *sw*

COLUMBIA RECORDING Corp., Bridgeport (phonograph records). Agency: Benton & Bowles, N. Y. *n sp ta*

COMMANDER LARABEE MILLING Co., Minneapolis (flour). Agency: Mason Webster Inc., Minneapolis. *sa*

COMMERCIAL CREDIT Co., Baltimore. Agency: O'Dea, Sheldon & Canaday, N. Y. *n sp*

COMMERCIAL SOLVENTS Corp., New York (Nor-Way antifreeze). Agency: Maxon Inc., N. Y.

COMMUNITY OPTICIANS, Long Island City, N. Y. Agency: Commonwealth Adv. Agency, Boston. *rn sp*

COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta sp*

W. H. COMSTOCK & Co., Morristown, N. Y. (liniment). Agency: Street & Finney, N. Y. *sa*

CONDON BROS. SEEDSMEN, Rockford, Ill. (garden seeds). Agency: Cramer-Krassett Co., Milwaukee.

CONGRESS CIGAR Co., New York (La Palina). Agency: Marschalk & Pratt, N. Y. *n sa*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONNORS BROS., Black's Harbor, N. B. (canned sea food). Agency: E. W. Reynolds & Co., Toronto. *sp*

CONSOLIDATED BISCUIT Co., Louisville (Hampton crackers). Agency: Mitchell-Faust Adv. Co., Chicago. *rn*

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (Marco dog food). Agency: Philip Klein Adv. Agency, Philadelphia. *sp*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sa sp*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. *sp sa*

CONSOLIDATED EDISON Co., New York. Agency: McCann-Erickson, N. Y. *sp*

CONSOLIDATED PRODUCTS Co., Danville, Ill. (buttermilk products). Agency: Mace Adv. Agency, Peoria. *sp*

CONSOLIDATED ROYAL CHEMICAL Corp., Chicago (Yeast Foam). Agency: Stack-Goble Adv. Agency, Chicago. *n*

CONTINENTAL BAKING Co., New York (Wonder bread & Hostess cake). Agency: Benton & Bowles, N. Y. *n*

COOK PRODUCTS Corp., San Francisco (sauce). Agency: Rufus Rhoades, San Francisco. *sa*

CORN PRODUCTS SALES Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); C. L. Miller Co., N. Y (Kremel, Linit). *n t*

COSDEN OIL Corp., Fort Worth. Agency: Advertising Business Co., Fort Worth. *sa*

COTTON TEXTILE INSTITUTE, New York (trade assn.). Agency: Donahue & Coe, N. Y. *sa ta*

REV. CHARLES E. COUGHLIN, Royal Oak, Mich. (religious, political). Agency: Aircasters, Detroit. *n t*

DR. S. M. COWEN, Los Angeles (chain dentist). *sp*

CRANBERRY CANNERS, S. Hanson, Mass. (Ocean Spray). Agency: Harry M. Frost Co., Boston. *rn*

CRANE & CRANE CLOTHES, New York (Mayo and Crane garments). Agency: Walter Patrick Kelly, N. Y. *t ta*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agencies: Benson & Dall, Chicago; Rogers & Smith, Dallas. *rn*

CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. *n*

CREAMETTE Co., Minneapolis (macaroni). Agency: MacKenzie Inc., Minneapolis. *t ta*

CRESCENT MACARONI Co., Davenport, Ia. *rn*

CREW OF GOOD SHIP GRACE, Los Angeles (religious). Agency: Cochran Adv. Co., Los Angeles. *rn*

CROWELL PUBLISHING Co., New York (American, Woman's Home Companion, Colliers). Agency: McCann-Erickson, N. Y. *sp*

CROWN CAN Co., Philadelphia (Stere-Vac corn). Agency: Benjamin Eshleman, Philadelphia. *sp*

CROWN DOMINION OIL Co., Hamilton, Ont. Agency: E. W. Reynolds & Co., Toronto. *sp*

CUBBISON CRACKER Co., Los Angeles. Agency: Adv. Arts Agency, Los Angeles. *sp*

CUDAHY PACKING Co., Chicago (Puritan ham, Old Dutch Cleaner). Agencies: Roche, Williams & Cunnyngham, Chicago; Reiwitch & Wittenberg, Chicago; Blackett-Sample-Hummert, Chicago. *n sp t*

CULINART PRODUCTS, Chicago (Royal lemon cleaner). *sa*

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream, Energine). Agency: Young & Rubicam, N. Y. *n*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: H. B. LeQuatte, N. Y. *sp rn*

CURTIS PUBLISHING Co., Philadelphia (Saturday Evening Post). Agency: BBDO, N. Y. *sa*

CURTISS CANDY Co., Chicago. Agency: C. L. Miller Co., N. Y. *n*

CUSTODIAN TOILETRIES Co., Chicago (cosmetics). Agency: H. K. Kastor & Sons, Chicago. *ta rn*

CYNTHIA SWEETS Co., Boston (candy). Agency: Albert Frank-Guenther Law, N. Y. *rn*

D

D & R CHEMICAL Co., Toledo. Agency: Campbell-Sanford Adv. Co., Cleveland. *sa*

DAIRY ASSN., Lyndonville, Vt. (Kow-Kare). Agency: Hays Adv. Agency, Burlington, Vt. *ta*

D'ARRIGO BROS Co., Boston (Andy Boy broccoli). Agencies: Chambers & Wiswell, Boston; Badger & Browning, Boston. *sp sa rn*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y.; (Cocomalt) J. M. Mathes, Inc., N. Y.; Charles Dallas Reach, Newark (Cut-Rite waxed paper); Charles W. Hoyt Co., N. Y. (O. K. baking powder); Sherman K. Ellis & Co., N. Y. (Davis baking powder). *n sp t*

DAVIS VITAMIN Corp., Hollywood (proprietary). Agency: Reuben H. Donnelly Corp., Los Angeles. *t sa*

DAY & NIGHT HEATER Co., Monrovia, Cal. Agency: Hixson-O'Donnell Adv., Los Angeles. *sa*

DEAN STUDIOS, Omaha (photographs). Agency: Lessing Adv. Co., Des Moines. *sp sa*

DECORATIVE CABINET Corp., New York. Agency: Reiss Adv. Agency, N. Y. *sp*

DEERFOOT FARMS Co., Southborough, Mass. (sausage). Agency: Badger & Browning, Boston. *rn*

DE FORREST RADIO TRAINING SCHOOL, Chicago. Agency: Presba, Fellers & Presba, Chicago. *t*

DeKALB AGRICULTURAL ASSN., DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wis. *sa*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n rn*

DELAWARE PUNCH Co. of America, San Antonio. Agency: Payne Adv. Agency, San Antonio. *rn*

WILLIAM DEMUTH & Co., New York (Hesson Guard Milano pipes). Agency: Grey Adv. Agency, N. Y. *sp n*

DeSOTO MOTOR Corp., Detroit. Agency: J. Stirling Getchell, N. Y. *t*

DETROIT BIBLE CLASS, Detroit. Agency: Aircasters, Detroit. *sp t n*

DETROIT SODA PRODUCTS Co., Wyandotte, Mich. (Dixie Dew syrup, Crystal soda). Agency: Aarons, Sill & Caron, Detroit. *sa sp*

DETROLA Corp., Detroit (radios). Agency: Bass-Luckoff, Detroit. *n rn sp*

DIATHERMIZER Corp., Los Angeles (throat spray). Agency: Crundall & Lester Adv. Co., Los Angeles. *sa*

DIESEL-WEMMER-GILBERT, Detroit (R. G. Dun cigars). Agency: Brace Beemer, Detroit. *sp sa*

DILL Co., Norristown, Pa. (Espotabs) *sa*

DILLON SUPPLY Co., Raleigh (farm equipment). *sp*

DI-MON-GLO MFG. Co., Los Angeles (polish). Agency: Ted Dahl Adv. Agency, Los Angeles. *t sp*

DINA-MITE FOOD Co., Los Angeles (cereal). Agency: Gil Kuhn Co., Los Angeles. *sa*

DIXIE-VORTEX Co., Easton, Pa. (Dixie cups). Agency: Moser & Cotins, N. Y. *sa*

DODDS MEDICINE Co., Toronto (proprietary). Agency: A. J. Denne Co., Toronto. *sa ta*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. *t*

DODGE DEALERS OF CHICAGOLAND, Chicago. *sp*

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast, etc.) Agency: Ruthrauff & Ryan, New York. *t n*

DOMINION ART METAL WORKS, Toronto (Ronson Lighters). Agency: Cecil & Presbrey, N. Y. *sa*

DOMINION STORES, Montreal (national chain groceterias). Agency: J. Walter Thompson Co., N. Y. *sa sp*

DREWERY LTD. OF USA, South Bend (beer). Agency: R. A. Moritz Co., Davenport, Ia. *rn*

DREZMA Inc., New York (cosmetics etc.). Agency: Lynn Baker Co., N. Y. *sp*

DRUG TRADING Co., Toronto. Agency: J. J. Gibbons Ltd., Toronto. *sp*

DRYDEN & PALMER, Long Island City (Gravy Master). Agency: Samuel C. Croot Agency, N. Y. *sa sp*

DUART MFG. Co., San Francisco (cosmetics). Agency: Howard E. Williams Adv. Agency, San Francisco. *sp rn*

P. DUFF & SON, Pittsburgh (Gingerbread Mix). Agency: BBDO, N. Y. *rn*

DUFFY-MOTT Co., New York (Sunsweet prune juice). Agency: Al Paul Lefton Co., Philadelphia. *rn*

DUNCAN COFFEE Co., Houston (Duncan coffee). Agency: Steele Adv. Agency, Houston. *sa rn*

E. I. DU PONT de NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sa sp n t*

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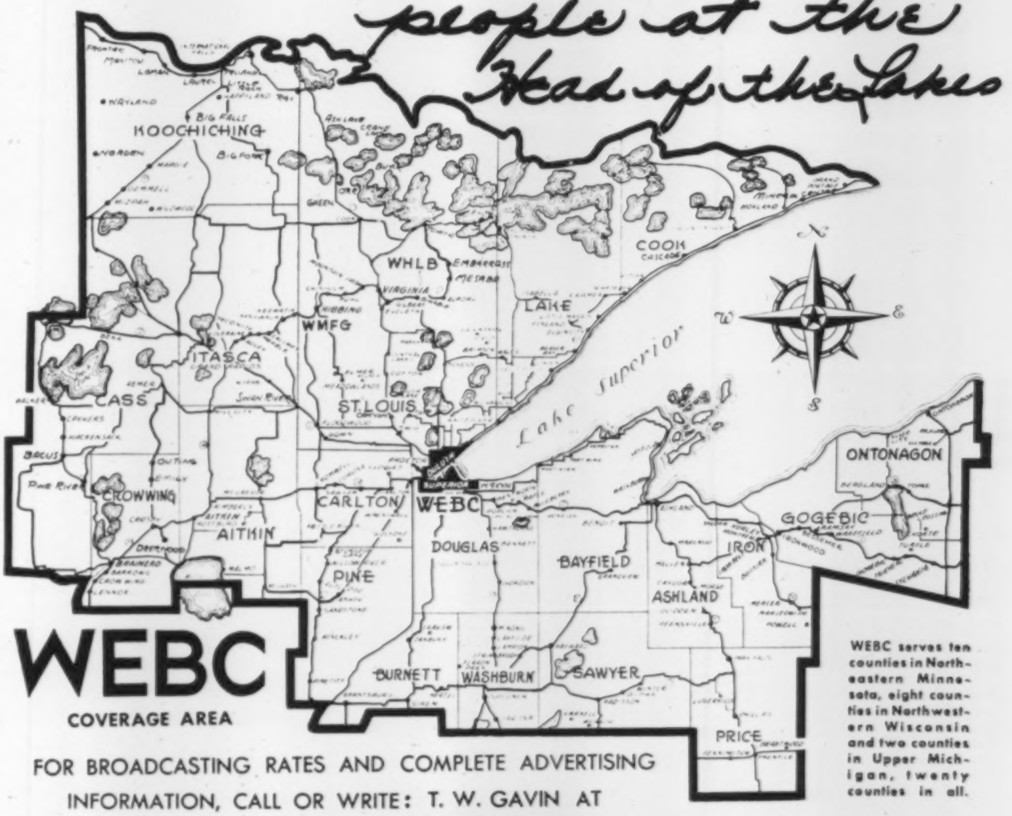

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DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURKEE-MOWER, Lynn, Mass. (Marshmallow Fluff). Agency: Harry M. Frost Adv. Agency, Boston. *sp rn sa*

DWARFIES Corp., Council Bluffs, Ia. Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

E

EAGLE OIL & REFINING Co., Los Angeles. Agency: General Adv. Agency, Los Angeles. *ta sp*

EASTERN - COLUMBIA, Los Angeles (chain furnishings). Agency: Stodel Adv. Co., Los Angeles. *sa*

EASTERN WINE Corp., New York. Agency: H. C. Morris & Co., N. Y. *sa*

T. EATON Co., Toronto (retail chain). *sp*

ECKERT BREWING Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. *sa*

EDDY'S BAKERY, Helena, Mont. *sp*

EDITORS & PUBLISHERS SERVICE Co., New York (Contest Tips magazine). Agency: Casper Pinsker Adv. Agency, N. Y. *sa*

EGOFOAM PRODUCTS Co., New York (shampoo etc.). Agency: Bob Wheaton Productions, N. Y. *sp*

ELECTRIC APPLIANCE SOCIETY OF NORTHERN CALIFORNIA. Agency: Jean Scott Frickleton, San Francisco. *sa sp*

ELECTRIC SERVICE COMPANIES OF TEXAS. *rn*

ELECTRICAL DEVELOPMENT LEAGUE OF SO. CAL., Los Angeles (appliances). Agency: Dan B. Miner Co., Los Angeles. *ta*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *sa ta*

EL PASO COUNTY BOARD OF DIRECTORS, El Paso. Agency: Mithoff & White, El Paso. *n*

EMERSON DRUG Co., Baltimore (Bromo-Seltzer). Agency: Ruthrauff & Ryan, N. Y. *n*

EMERSON RADIO & PHONOGRAPH Corp., New York. Agency: Buchanan & Co., N. Y. *sp rn n*

EMPLOYERS CASUALTY Co., Dallas. Agency: Ira DeJernett Agency, Dallas. *sp rn*

ENERGY RESEARCH ASSOCIATES, Los Angeles. *sa*

J. C. ENO Ltd., New York (effervescent salts). Agency: Atherton & Currier, N. Y. *ta*

J. C. ENO Ltd., Toronto. (Eno salts). Agency: Atherton & Currier, Toronto. *sp*

ESSO MARKETERS, New York, etc. (Standard Oil marketers). Agency: Marschalk & Pratt, N. Y. *sp*

E. T. ESTABROOKS Ltd., St. John, N. B. (Red Rose Tea). Agency: A. McKim Ltd., Montreal. *t sp*

ESTERBROOK STEEL PEN MFG. Co., New York. Agency: National Export Adv. Service, N. Y. *sw*

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n*

EUCLID CANDY Co. of Cal., San Francisco (Red Cap candy). Agency: Sidney Garfinkel Adv. Agency, San Francisco. *rn*

EVANS FUR Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sp rn*

EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *sa ta rn*

EX-LAX Ltd., Montreal. Agency: Cockfield-Brown & Co., Montreal. *ta*

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DR. PETER FAHRNEY & SONS, Chicago (proprietary). Agency: Cramer-Krasselt, Milwaukee. *sa sp*

FAIRMONT MFGRS. Fairmont, N. C. (tobacco). *sp*

FALL CITY BREWING Co., Louisville. *ta*

FALSTAFF BREWING Corp., St. Louis Falstaff beer). Agency: Sherman K. Ellis Co., Chicago. *sp sa n*

FANT MILLING Co., Sherman, Tex. (Gladiola flour). Agency: Albert Couchman Adv. Agency, Dallas. *sp*

FARNSWORTH TELEVISION & RADIO Corp., Fort Wayne. Agency: N. W. Ayer & Son, Chicago. *sa*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menken Adv., N. Y. *sa t*

FEDERAL LAND BANK, Louisville. *sa*

FEDERAL LIFE & CASUALTY Co., Detroit. Agency: Green-Brodie, N. Y. *sa*

FEDERAL OUTFITTING Co., San Francisco (clothing chain). Agency: Allied Adv. Agencies, San Francisco. *sa t*

FELS & Co., Philadelphia (Fels Naptha soap). Agencies: Young & Rubicam, N. Y.; S. E. Roberts Inc., Philadelphia. *n sp t sa*

FEMININE PRODUCTS, New York (Arrid deodorant). Agency: Street & Finney, N. Y. *ta sa*

H. FENDRICH, Evansville, Ind. (cigars). Agency: Ruthrauff & Ryan, Chicago. *sp*

FENN BROS., New York (ice cream). Agency: BBDO, N. Y. *sa*

FIDELIO BREWERY, New York. Agency: Dillingham, Livermore & Durham, N. Y. *n*

J. H. FILBERT Inc., Baltimore (margerine, mayonnaise). Agency: Courtland D. Ferguson Inc., Washington. *sa*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn sa t sw*

FIRESTONE TIRE & RUBBER Co., of Canada, Toronto. Agency: Russell T. Kelley, Ltd., Toronto. *sa*

FIRST NATIONAL BANK & TRUST Co., Minneapolis. *sp*

FIRST NATIONAL STORES, Somerville, Mass. Agency: Badger & Browning, Boston. *rn*

CARL FISCHER MUSICAL INSTRUMENT Co., New York. *sp*

FISCHER FLOURING MILLS Co., Seattle. Agency: McCann-Erickson, Seattle. *sp*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*

FITGER BEER Co, Minneapolis. Agency: Sherman & Marquette, Chicago. *ta*

FLAKO PRODUCTS Corp., New Brunswick, N. J. (pastry mix). Agency: H. B. LeQuatte, N. Y. *rn*

FLAMINGO SALES Co., Los Angeles (nail polish). Agency: Milton Weinberg Adv. Co., Los Angeles. *sa*

FRANK H. FLEER Corp., Philadelphia (gum). Agency: N. W. Ayer & Son, N. Y. *t*

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Arthur Kudner. N. Y.; Erwin Wasey & Co., N. Y.; Ruthrauff & Ryan, N. Y. *sa t n rn*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sa*

J. A. FOLGER & Co., Kansas City (coffee). Agency: Lord & Thomas, Chicago. *t*

J. A. FOLGER & Co., San Francisco (food). Agencies: Raymond R. Morgan Co., Hollywood; Lord & Thomas, N. Y. *rn t sp*

FOLGER COFFEE Co., San Francisco, Agency: Raymond R. Morgan Co., Hollywood. *sp sa*

FONTANA FOOD PRODUCTS, San Francisco. Agency: Brewer-Weeks Agency, San Francisco. *t*

FOOD & BEVERAGE BROADCASTERS ASSN., New York. Agency: Brisacher, Davis & Staff, San Francisco. *n*

J. B. FORD Co., Wyandotte, Mich. (chemicals). Agency: N. W. Ayer & Son, Philadelphia. *rn*

FORD DEALERS ADV. FUND (use cars). Agency: McCann-Erickson. *sa sp r*

FORD MOTOR Co., Detroit (motor cars Agencies: Maxon Inc., Detroit; McCann-Erickson, N. Y.; N. W. Ayer & S Philadelphia. *n sp sa t rn*

FOREMAN & CLARK, Los Angele (clothing chain). Agency: Martin Alle Los Angeles. *sp*

H. D. FOSS Co., Boston (Cynthia Sweets Agency: C. MacDonald, Boston. *sa*

FOSTER CANNING Co., Glendale, L. (Snappy dog food). Agency: Nathan Fei Adv., N. Y. *sp*

FOSTER-MILBURN Co., Buffalo (Doane pills). Agency: Spot Broadcasting, N. *sa ta*

E. FOUGERA & Co., New York (Vape etc.). Agency: Small & Seiffer, N. Y. *sa*

FOULDS MILLING Co., Libertyville, I (spaghetti). Agency: Sherman K. Ellis Co., N. Y. *sa sp*

I. J. FOX, New York (furs). *sp*

PETER FOX BREWING Co., Chicag Agency: Schwimmer & Scott, Chicago. *s*

FRANCISCAN FATHERS, New York Agency: Donald Peterson, N. Y. *rn*

HEINRICH FRANCK & SONS, Lon Island City (Chicory coffee tablets Agency: Dan Rivkin, Philadelphia. *sa*

S. M. FRANK & Co., New York (Medic pipes). Agency: E. T. Howard Co., N. Y *rn sp*

FRANKENMUTH BREWING Co, Detroit Agency: Drum Agency, Detroit. *rn*

FREED RADIO Corp., New York. *sa*

FREEDOM OIL WORKS, Pittsburgh Agency: Albert P. Hill Co., Pittsburgh. *t*

FRIARS OF ST. CHRISTOPHER'S INN, Graymoor Monastery, Garrison, N. Y. (Ave Maria hour). *sp t*

FRIDAY, New York (weekly magazine). Agency: H. C. Morris & Co., N. Y. *sp n ta*

FRIEND BROS., Boston (baked beans). Agency: Ingalls-Miniter Co., Boston. *sp rn*

FRIGIDAIRE DIVISION, GENERAL MOTORS SALES Corp., Dayton, O. (refrigerators). Agency: Lord & Thomas, Chicago. *sa ta*

FRITO WEST COAST Co., Los Angeles (salted corn chips). Agency: Lawrence Co., Los Angeles. *sp*

FROMM BROTHERS FUR RANCH, Hamburg, Wis. *rn*

FROSTED FOODS SALES Corp., New York (Birdseye). Agency: Young & Rubicam, N. Y. *sp*

FRUIT DISPATCH Co., Boston (bananas). Agency: BBDO, N. Y. *sa rn*

FRUIT INDUSTRIES Ltd., Los Angeles (Guasti wine). Agency: Brisacher, Davis & Staff, Los Angeles. *ta*

FRUIT WINE Co. OF AMERICA, Brooklyn. Agency: Emil Mogul Co. *sa sp*

FRUITATIVES Ltd., Ottawa (proprietary). Agency: Lord & Thomas, Toronto. *ta*

C. E. FULFORD Ltd., Toronto (proprietary). Agency: Metropolitan Bcstg. Service, Toronto. *sa*

W. P. FULLER & Co., San Francisco (paint). Agency: McCann-Erickson, San Francisco. *sa t*

FULLER BRUSH Co., Hartford. Agency: Manternach Inc., Hartford. *sp*

FYR-PRO Corp., New York (fire extinguishers). Agency: Campbell-Lampee, N. Y. *sp.*

G

GABY Co., Philadelphia (cosmetics). Agency: Harry Feigenbaum, Philadelphia. *sa*

GAFFERS & SATTLER, Los Angeles (stoves). Agency: Milton Weinberg Adv., Co., Los Angeles. *rn*

GAGE BROS., Chicago (milliners). Agency: Stack-Goble Adv. Agency. *sa*

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa rn*

GALLO WINE Co., Modesto, Cal. Agency: Ted Dahl Adv. Agency, Los Angeles. *ta*

GALVESTON - HOUSTON BREWERIES, Houston (Southern Select beer). Agency: Ruthrauff & Ryan, Houston. *ta*

GAMBARELLI & DAVITTO, New York (wines). Agency: DeBiasi Adv. Agency, N. Y. *sp*

GAMBLE STORES, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*

GARDNER NURSERY Co., Osage, Ia. (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta*

GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickelton, San Francisco. *sp sa t*

GENERAL BAKING Co., New York (Bond bread). Agency: BBDO, N. Y. *n sp sa t ta*

GENERAL CIGAR Co., New York. Agencies: Federal Adv. Agency, N. Y. (Van Dyck); J. Walter Thompson Co., N. Y. (White Owl). *n t rn*

GENERAL DRY BATTERIES OF CANADA, Toronto. Agency: A. McKimm, Toronto. *sp*

GENERAL ELECTRIC Co., Schenectady, N. Y., Cleveland (electrical devices). Agencies: Maxon Inc., Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland. *n sa t sp*

GENERAL FOOD Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, La France, Postum, Sanka); Benton & Bowles, N. Y. (Certo, Huskies, Maxwell House coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*

GENERAL HOUSEHOLD Corp., Los Angeles (cleanser). Agency: John H. Riordan Co., Los Angeles. *sp*

GENERAL MILLS, Minneapolis (Gold Medal flour etc.). Agencies: McCord Co., Minneapolis; Blackett - Sample - Hummert, Chicago; Knox Reeves Adv., Minneapolis. *n t sp sa ta*

GENERAL MOTORS Corp., Detroit. Agencies: D. P. Brother & Co., Detroit; Campbell-Ewald Co. of N. Y.; Campbell-Ewald Co., Detroit; Arthur Kudner Inc., N. Y.; MacManus, John & Adams, Detroit; BBDO, N. Y. *n sa sp rn ta*

GENERAL MOTORS OF CANADA, Oshawa, Ont. Agency: Baker Adv. Agency, Toronto. *sa*

GENERAL PETROLEUM Corp., Los Angeles. Agency: Westco Adv. Co., San Francisco. *rn*

GENERAL SEAFOODS Corp., Boston (Forty Fathom fish). Agency: Alley & Richards Co., Boston. *t ta*

GENERAL SEAFOODS, Halifax, N. S. (Forty Fathom fish). Agency: Alley & Richards Co., Boston. *ta*

GENERAL SHOE Corp., Nashville. Agency: J. Walter Thompson Co., Chicago. *sp*

GENERAL SUGAR PRODUCTS Co., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *t*

GENERAL TRANSFORMER Corp., Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *sa*

GEPPERT STUDIOS, Des Moines (photo enlargements). Agency: Coolidge Adv. Co., Des Moines. *sa sp*

GERIG FURNITURE Corp., Garrett, Ind. *sa*

D. GHIRARDELLI Co., San Francisco. (ground chocolate). Agency: Erwin, Wasey & Co., San Francisco. *rn*

GIDEON'S BROADCASTING Corp., Los Angeles (religious). *rn*

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon Inc., N. Y. *n sp*

GILLETTE SAFETY RAZOR Co. OF CANADA, Montreal. Agency: Maxon Inc., Detroit. *n*

GILLETTE TIRE & RUBBER Co., Eau Claire, Wis. Agency: Cramer-Krasselt Co., Milwaukee. *sp*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Botsford, Constantine & Gardner, Los Angeles. *rn sa*

GILSON MFG Co., Guelph, Ont. (household appliances). Agency: R. C. Smith & Son, Toronto. *sp*

GIRARD INVESTMENT Co., Philadelphia. Agency: May Adv. Inc., Philadelphia. *sp*

GLOBE BREWING Co., Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*

GLOBE GRAIN & MILLING Co., Los Angeles (flour). Agency: Dan B. Miner Co., Los Angeles. *rn sp t*

GLO-CO Co., Los Angeles (cosmetics). Agency: Brisacher, Davis & Staff, San Francisco. *sa*

GOLDEN PEACOCK Inc., Paris, Tenn. (cosmetics). Agency: H. W. Kastor & Sons, Chicago. *ta*

GOLDEN STATE Co., Los Angeles (dairy products). Agency: Warren P. Fehlman Adv., Huntington Park, Cal. *sp*

GOLDEN WEST MILLING Co., Longmont, Col. *sp*

GOOCH FOOD PRODUCTS Co., Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t sa sp*

GOOD HUMOR ICE CREAM Co., Los Angeles. Agency: Western Adv. Agency, Los Angeles. *sp*

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts). Agency: F. A. Hughes & Co., Rochester. *sp rn*

GOOD & REESE NURSERIES, Springfield, O. Agency: Albert Kircher Co., Chicago. *sp t*

B. F. GOODRICH RUBBER Co., Akron (tires). Agencies: Ruthrauff & Ryan, N. Y.; (Seal O Matic inner tube) Buchanan & Co., N. Y.; Griswold-Eshleman Co., Cleveland (tractor tires). *sp*

GOODYEAR TIRE & RUBBER Co., Akron. Agency: Arthur Kudner, N. Y. *sp*

GORDON BAKING Co., Detroit. Agency: Barton A. Stebbins, Los Angeles. *n rn sp*

GORDON PEW FISHERIES, Gloucester, Mass. Agency: H. B. LeQuatte Inc., N. Y. *rn*

GORE PRODUCTS, New Orleans (proprietary). Agency: Pritchard & Thompson, New Orleans. *sp*

GOSPEL BROADCASTING Assn., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp rn n t sw*

GRACE LINE, New York (shipping). Agency: Kelly-Nason, N. Y. *sp*

GRAND CENTRAL PUBLIC MARKET (general market service), Los Angeles. Agency: Mayers Co., Los Angeles. *sa*

MARION R. GRAY Co., Los Angeles (shirts). *sp*

GREAT ATLANTIC & PACIFIC TEA Co., Boston. Agency: Paris & Peart, N. Y. *rn*

GREAT WESTERN GARMENT Co., Wichita Falls, Tex. (Wichita work clothes). Agency: Tracy-Locke-Dawson, Dallas. *sa*

GREAT WESTERN SUGAR Co., Denver. Agency: McCann-Erickson, Denver. *sa*

GREYHOUND MANAGEMENT, Cleveland (bus transportation). Agency: Beaumont & Hohman, Cleveland. *sa t n*

GRIESDICK BROS., St. Louis. Agency: BBDO, Chicago. *sp sa*

GRIESEDIECK WESTERN BREWERY Co., Belleville, Ill. (Stag beer). Agencies: J. Walter Thompson Co., Chicago; Gardner Adv. Co., St. Louis (1941). *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n sp t*

GRISWOLD MFG. Co., Erie, Pa. (cooking utensils). *sp*

GROCERS WHOLESALE COOPERATIVE, Des Moines, 13 *sp*, thru Mitchell-Faust Adv. Agency, Chicago. *sp*

GROCERY STORE PRODUCTS, New York (Golden Age macaroni, Kitchen Bouquet, etc., Cream of Rice). Agency: Sherman K. Ellis & Co., N. Y. *sp*

L. O. GROTHE Ltd., Montreal (tobacco). Agency: Canadian Adv. Agency, Montreal. *n sp*

GRUEN WATCH Co., Cincinnati. Agency: McCann-Erickson, N. Y. *t sa*

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal. Agency: Stodel Adv. Co., Los Angeles. *sp rn*

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp nt*

GULF BREWING Co., Houston (Grand Prize beer). Agency: Rogers-Gano Adv. Agency, Houston. *rn sp*

GULF OIL Corp., Pittsburgh (oil products). Agency: Young & Rubicam, N. Y. *n t*

GUNTHER BREWING Co., Baltimore. Agency: Erwin, Wasey & Co., N. Y. *sp sa t*

GYPSUM, LIME & ALABASTINE OF CANADA, Toronto. Agency: McConnell, Eastman & Co., Toronto. *t*

H

HAAS BROS., San Francisco (wholesale grocery). Agency: J. H. Diamond Co., San Francisco. *rn*

GEORGE HAAS & SONS, San Francisco (chain candy store). Agency: Kelso Norman Org., San Francisco, *sa*

HAAS BARUCH & Co., Los Angeles (Iris coffee). Agency: Robert Smith Adv. Agency, Portland, Ore. *sa*

HALE BROS., San Francisco (department store chain). Agency: Theodore H. Segall Adv. Agency, San Francisco. *sa ta t*

HALL BROS., Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago. *sp*

HALL & RUCKEL, New York (X-basin depilatory). Agency: Redfield-Johnstone, New York. *sp*

HALLMARK BROS., Kansas City (greeting cards). Agency: Henri, Hurst & MacDonald, Chicago. *sp*

HAMBLIN & METCALFE, Kitchener, Ont. (candy). Agency: Dickson & Ford, Toronto. *sa*

HAMILTON CARHARTT Ltd., Toronto. Agency: Tandy Adv. Agency, Toronto. *sp*

HAMILTON WATCH Co., Lancaster, Pa. Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta*

HAMLIN RED CROSS DRUG STORES, Binghamton, N. Y. *sp*

CHR. HANSEN'S LABORATORY, Little Falls, N. Y. (Junket dessert). Agencies: Mitchell-Faust Adv. Co., Chicago; Bert S. Gittins, Milwaukee (Milwaukee area only). *ta*

CHR. HANSEN'S LABORATORY, Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa*

HARRIS CRAB MEAT Co., New York. Agency: Hellwig-Miller Co., N. Y. *sa*

HARRIS MILLING Co., Mt. Pleasant, Mich. (Famo pancake flour). Agency: Fred M. Randall Adv. Agency, Detroit. *sa*

HARTUNG AIRCRAFT Corp., Detroit (school). Agency: C. E. Rickard Inc., Detroit. *sp*

HARTZ MOUNTAIN PRODUCTS, New York (bird seed). Agency: George H. Hartman Co., Chicago. *sa sp*

HASKINS BROS. & Co., Omaha (Blue Barrel soap). Agency: Presba, Fellers & Presba, Chicago. *sa sp*

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DIRECTORY OF 1940 NATIONAL-REGIONAL RADIO ADVERTISERS

HAWAIIAN PINEAPPLE Co., Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n*

HAWK & BUCK Co., Fort Worth (work garments). Agency: P. J. Bayett Jr., Fort Worth. *rn*

HEALTHAIDS, Inc., Jersey City (Serutan vitamin beverage). Agency: Raymond Spector Co., N. Y. *t rn sp*

HECHT Co., Washington (department stores). Agency: Kal Adv., Washington. *sp*

HECKER PRODUCTS Corp., New York. Agencies: Benton & Bowles, N. Y. (shoe polish); Maxon Inc., N. Y. (H-O Oats, Hecker's Farina & Force cereals); Leo Burnett Co., Chicago (Ceresota, Heckers, Aristos, Presto flours). *t n*

JAMES HEDDON'S SONS, Dowagiac, Mich. (fishing tackle). Agency: Rogers & Smith, Chicago. *sa ta*

HELMS BAKERIES, Los Angeles (chain, home service). Agency: Martin Allen Adv., Los Angeles. *sp*

DR. HESS & CLARK Inc., Ashland, O. Agency: N. W. Ayer & Son, Philadelphia. *ta*

HICKOK OIL CORP., Toledo. *rn*

HIGH'S ICE CREAM Co., Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*

HILEX Co., St. Paul (cleanser). Agency: McCord Co., Minneapolis. *sa t*

H. G. HILL, New Orleans (chain stores). Agency: Fitzgerald Adv. Agency, New Orleans. *sa*

LLOYD K. HILLMAN, Los Angeles (auto financing). Agency: Ted Dahl Adv. Agency, Los Angeles. *sp*

HILLS BROS. Co., New York (dates, bread mix). Agency: Biow Co., N. Y. *sp*

CHARLES E. HIRES Co., Philadelphia (root beer). Agency: O'Dea, Sheldon & Canaday, N. Y. *sa ta*

DR. HISS FOOT CLINIC, Los Angeles. Agency: Ruth Hamilton Associates, Los Angeles. *rn*

M. HOFFMAN Co., Boston (overalls). Agency: John C. Dowd Inc., Boston. *sa*

HOFFMAN CANDY Co., Los Angeles. Agency: Mayers Co., Los Angeles. *sa*

HOLLAND FURNACE Co., Holland, Mich. Agency: Ruthrauff & Ryan, Chicago. *n*

HOLLINGSHEAD Corp., Camden, N. J. (All-Nu wax). Agency: Ted Nelson, N. Y. *sa*

HOLLYWOOD SERVICES, Inc., Chicago (bread). Agency: Martin Allen Adv., Los Angeles. *sa*

HOLTITE MFG. Co., Baltimore (Cat's Paw rubber heels). Agency: S. A. Levyne Co., Baltimore. *ta*

H. P. HOOD & Sons, Boston, Mass. (milk). Agency: Harold Caboth Co., Boston. *ta*

HOOVER LINIMENT Co., Carlisle, Ind. Agency: Wade Adv. Agency, Chicago. *sa*

HORLICK'S MALTED MILK Corp., Racine, Wis. (malted milk). Agency: Erwin, Wasey & Co., Chicago. *n sp t*

GEO. A. HORMEL & Co., Austin, Minn. (canned food). Agency: BBDO, Minneapolis. *n*

HORN & HARDART Co., Philadelphia (restaurants). Agency: Clements Co., Philadelphia. *sp*

HORTON PILSENER BREWING Co., New York. *ta*

M. W. HOUCK & BRO., New York (food distributors). Agency: Alley & Richards Co., N. Y. *sp*

B. HOUDE Co., Montreal (Comfort tobacco). Agency: Whitehall Bcstg. Co., Montreal. *t*

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: BBDO, Chicago. *n rn sa t sp*

HOUSEHOLD MAGAZINE, Topeka. Agency: Presba, Fellers & Presba, Chicago. *sp t*

HOUSTON MILLING Co., Houston (American Maid flour). Agency: Mertens & Price, Los Angeles. *t*

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HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp*

HOWARD RADIO Co., Chicago (recorder). Agency: Turner Adv. Agency, Chicago. *sa*

HUDELSON SALES Corp., Los Angeles (Cherefresh fruit juice). Agency: Scholts Adv. Service, Los Angeles.

HUDEPOHL BREWING Co., Cincinnati. Agency: L. F. McCarthy & Associates, Cincinnati. *sp*

HUDSON CANADIAN FUR Co., Brooklyn. *sp*

HUDSON COAL Co., Scranton. Agency: Leighton & Nelson, Schenectady. *sp*

HUDSON MOTOR CAR Co., Detroit (Motor cars). Agency: Brooke, Smith, French & Dorrance, Detroit. *n t sa rn*

K. A. HUGHES Co., Roxbury, Mass. (proprietary). Agency: H. W. Kastor & Sons, Chicago. *sa*

E. GRIFFITH HUGHES, Rochester, N. Y. (Kruschen Salts). Agency: Erwin, Wasey & Co., N. Y. *sa*

E. GRIFFITH HUGHES Co., Manchester, England (Kruschen salts). Agency: Cockfield-Brown & Co., Toronto. *sa*

HUMBLE OIL & REFINING Co., Houston, Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp rn*

HYDE PARK BREWERIES, St. Louis. Agency: Ruthrauff & Ryan, St. Louis. *sp*

HYGIENIC PRODUCTS Co., Canton, O. (Hy-Pro liquid bleach). Agency: N. W. Ayer & Son, Philadelphia. *sa*

HYGRADE-SYLVANIA Corp., New York (radio tubes). Agency: Warwick & Legler, N. Y. *sp*

HYLO Co., Houston (washing powder). *sa*

I

ILLINOIS CENTRAL RAILROAD, Chicago. Agency: Caples Co., Chicago. *sp t n*

ILLINOIS DEPT. OF PUBLIC HEALTH, Springfield. *t*

ILLINOIS MEAT Co., Chicago (Redi-Meat). Agency: Neisser-Meyerhoff, Chicago. *n*

IMPERIAL LIFE INSURANCE Co., Los Angeles. Agency: Ted Dahl Adv. Agency, Los Angeles. *sp*

IMPERIAL OIL Ltd., Toronto. Agency: MacLaren Adv. Co., Toronto. *n ta t*

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson, Dallas. *sv t rn*

IMPERIAL TOBACCO Co., Montreal. Agency: Whitehall Bcstg. Ltd., Montreal. *ta sp*

INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co., Chicago (IGA brands). Agency: Campbell-Mithun, Minneapolis. *rn sp ta*

INDEPENDENT PACKING Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. *sp t*

INDUSTRIAL TRAINING Corp., Chicago (technical school). Agency: James R. Lunke & Associates, Chicago. *t n ta rn*

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school). Agency: Matteson-Fogarty-Jordan Co., Chicago. *sp t*

INTERLAKE IRON Corp., Chicago (Solvay coke). Agency: Aubrey, Moore & Wallace, Chicago. *sp*

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex). Agency: Lord & Thomas, Chicago. *n sa sw*

INTERNATIONAL HARVESTER Co., Chicago (twine). Agency: Aubrey, Moore & Wallace, Chicago; (McCormick-Deering, dealers) McCord Co., Minneapolis. *sp*

INTERNATIONAL INSURANCE Co., Phoenix. *sp*

INTERNATIONAL MILLING Co., Greenville, Tex. (Robin Hood flour). Agency: Tracy-Locke-Dawson, Dallas. *sp*

INTERNATIONAL RADIO Co., Ann Arbor, Mich. (cameras). Agency: Ruthrauff & Ryan, Chicago. (Argus cameras) Brooke, Smith & French, Detroit. *ta*

INTERNATIONAL SALT Co., Scranton. Agency: J. M. Mathes Inc., N. Y. *rn sa*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n*

INTERNATIONAL SILVER Co., Toronto (silverware). Agency: Young & Rubicam, Toronto. *n*

INTERSTATE BAKERIES Corp., Los Angeles. Agency: Scholtz Adv. Service, Los Angeles. *rn*

INTERSTATE COTTON OIL REFINING Co., Sherman, Texas. Agency: Wilson-Crook, Dallas. *rn sp*

INTERSTATE NURSERIES, Hamburg, Ia. Agency: Buchanan-Thomas, Omaha. *sp t*

INTERSTATE TRANSIT LINES, Salt Lake City. Agency: Beaumont & Hohman, Omaha. *sp sa*

INSTITUTE OF MENTAL PHYSICS Inc. Los Angeles. *sa t*

IOWA DAIRY INDUSTRY COMMISSION Des Moines. *sp*

IOWA SOAP Co., Burlington, Ia. Agency: Weston-Barnett, Des Moines *sp t*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n rn*

J

JOHN IRVING SHOE Corp., New York. *sa*

JACKSON BREWING Co., New Orleans. Agency: Anfenger Adv. Agency, New Orleans. *sp*

DR. D. JAYNE & SONS, Philadelphia (tonic pills). Agency: Joseph Katz Co., N. Y. *sa n*

JEFFERSON STANDARD LIFE INSURANCE Co., Greensboro, N. C. *sp*

ANDREW JERGENS Co., Cincinnati (Woodbury's soap, Jergens Lotion). Agency: Lennen & Mitchell, New York. *n rn*

JESTS Inc., Brooklyn (antiacid). Agency: Joseph Katz Co., N. Y. *sa*

JEWEL TEA Co., Chicago (foods). Agency: McJunkin Adv. Co., Chicago. *sa*

JOHNSON & JOHNSON, New Brunswick, N. J. (Tek toothbrushes). Agency: Ferry-Hanly, N. Y. *sa*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's wax, enamel). Agencies: Needham, Louis & Brorby, Chicago; Erwin, Wasey & Co., N. Y. *n sp sa sw*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agency: Needham, Louis & Brorby, Chicago. *t n sw*

TUNIS JOHNSON CIGAR Co., Grand Rapids, Mich. (Van Dam cigar). Agency: Spector-Goodman Adv., Chicago. *sa*

WALTER H. JOHNSON CANDY Co., Chicago (Power House candy). Agency: Franklin Bruck Adv. Corp., N. Y. *sp t rn*

JEAN JORDEAU, S. Orange, N. J. (Zip). Agency: James R. Flanagan, N. Y. *sa*

JOURNAL OF LIVING PUBLICATIONS Corp., New York (V-Bev). Agency: Raymond Spector Co., N. Y. *sa*

JOY CANDY, Chicago. Agency: Malcom-Howard Adv. Agency, Chicago. *sa*

JUNE DAIRY PRODUCTS Co., Newark (dated butter). Agency: A. W. Lewin Co., Newark. *sa*

JUSTRITE Co., Philadelphia (bird supplies). Agency: Richard A. Foley Adv. Agency, Philadelphia. *sa ta*

JUSTRITE PET FOODS, Montreal. Agency: J. J. Gibbons, Montreal.

K

K'S BEVERAGE Co., Los Angeles. Agency: Crandall & Lester Adv. Co. *sp rn*

KANSAS GAS & ELECTRIC Co., Wichita (appliances). *t*

KAVANAGH FOODS Ltd., Toronto (Toasted Prairie Nuts). Agency: Richardson-Macdonald Adv. Service, Toronto. *t*

KEELEY INSTITUTE, Dwight, Ill. Agency: Beaumont & Hohman, Chicago. *tp*

KELLOGG Co., Battle Creek, Mich. Agencies: J. Walter Thompson Co., Chicago (Corn Flakes, Rice Krispies, Krumbles, All Rye and Whole Wheat biscuits); Kenyon & Eckhardt, N. Y. (All-Bran, Pep, Gro-Pup, Bran Flakes); Hays MacFarland Co., Chicago (Wheat Krispies and feeds). *n sp sa t ta*

KELLOGG CO. OF CANADA, London, Ont. (cereal). Agency: N. W. Ayer & Son, Toronto; J. Walter Thompson Co., Toronto. *t*

KEM LABORATORIES, Jersey City (liquid plant food). Agency: Williams & Saylor, N. Y. *sp*

KEMP & LANE, LeRoy, N. Y. (Orangeine headache powder). Agency: Hughes, Wolff & Co., Rochester. *sa ta*

KERR BROS., Toronto (candy). Agency: Ellis Adv. Co., Toronto. *sa*

KEYES Co., Cincinnati (corn pads). Agency: H. W. Kastor & Sons, Chicago. *sa*

KEYSTONE STEEL & WIRE Co., Peoria, Ill. (fences). Agencies: Mace Adv. Co., Peoria, Ill.; Russell M. Seeds Co., Chicago. *rn sp t*

KIK Co., Montreal (soft drinks). Agency: Broadcasting Co., Montreal. *ta*

KILPATRICK BAKERIES, Oakland, Cal. Agency: Emil Reinhardt, Oakland. *sa*

C. M. KIMBALL Co., Boston, (Red Cap polish). Agency: Wood, Brown & Wood, Boston. *rn*

KIP Corp., Los Angeles (sunburn ointment). Agency: Philip J. Meany Co., Los Angeles. *ta*

KIRKMAN & SON, New York (soap). Agency: N. W. Ayer & Son, N. Y. *sa sp*

KIRSTEN PIPES Co., Seattle. Agency: Pacific National Adv. Agency, Seattle. *sa*

F. L. KLEIN NOODLE Co., Chicago (food products). Agency: Martin A. Pokrass Adv. Agency, Chicago. *sa*

KNAPP-MONARCH Co., St. Louis (electrical devices). Agencies: Anfenger Adv. Agency, St. Louis; Cramer-Krasselt Co., Milwaukee. *ta n*

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Lawrence M. O'Connell, Springfield, Mass. *sa*

KNOX Co., Los Angeles (Cystex). Agency: Barton A. Stebbins Adv., Los Angeles. *sp sa*

KNOX Co, Los Angeles (Tayton's face powder). Agency: Barton A. Stebbin Adv. Agency, Los Angeles. *t*

KNOX GELATINE Co., Johnstown, N. Y. (gelatin). Agency: Kenyon & Eckhardt, N. Y. *sp sa rn*

KNOXVILLE FERTILIZER Co., Knoxville. *sp*

KOLYNOS Co., New Haven (toothpaste). Agency: Blackett-Sample-Hummert, Chicago. *t n*

KRAFT CHEESE Co., Chicago (cheese, etc.). Agencies: J. Walter Thompson Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KRAFT-PHENIX CHEESE Co., Montreal. Agency: J. Walter Thompson Co., Montreal. *n*

KRUEGER BEVERAGE Co., Newark. (root beer). Agency: A. W. Lewin Co., Newark *sp*

G. KREUGER BREWING Co., Newark. Agency: Warwick & Legler, N. Y. *ta*

KRISPY KAKE KONE Co., Los Angeles (Frozen Drumsticks). Agency: Howard Ray Adv. Agency, Los Angeles. *sa*

KRO Co., Springfield, O. (Kills-Rats-Only). Agency: Erwin, Wasey & Co., N. Y. *sa*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

L

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agencies: Pedlar & Ryan, N. Y.; Lord & Thomas, N. Y. *n*

LAKE OF THE WOODS MILLING Co., Montreal (flour). Agency: Vickers & Benson, Montreal.

FRED A. LALLEMAND Co., Montreal (yeast). Agency: Stevenson & Scott, Montreal. *sa*

LA MAISON DE LIVRES DE MONTREAL (book shop). *sp*

DR. J. O. LAMBERT Ltd., Montreal (cough medicine). Agency: J. E. Huot, Montreal. *sp t*

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag). Agency: Lambert & Feasley, N. Y. *n sa t*

LAMBERT PHARMACAL Co. (Canada), Toronto (Listerine). Agency: Lambert & Feasley, N. Y. *t*

LAMONT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y.; Cecil & Presbrey, N. Y. *n t sa rn*

LAMONT, CORLISS & Co., Toronto (Pond's cream). Agency: J. Walter Thompson Co., Toronto. *n*

LANCE BAKING Co., Charlotte, N. C. (cheese crackers). Agency: Nachman-Rhodes Adv. Agency, Charlotte. *rn*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *sp t n*

LANGENDORF UNITED BAKERIES, San Francisco. Agency: Leon Livingston Adv. Agency, San Francisco. *rn sp*

V. LaROSA, Brooklyn (macaroni). Agency: Commercial Radio Service, N. Y. *rn*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco, etc.). Agency: Warwick & Legler, N. Y. *sa sp*

LA TOURAINE COFFEE Co., Boston. Agency: Ingalls-Miniter Co., Boston. *sa*

LEA & PERRINS, New York (Worcestershire sauce). Agencies: Schwimmer & Scott, Chicago: George Bixur Inc., N. Y. *sa*

LECHLER LABS., New York (Velva-tize). Agency: Huber Hoge & Sons, N. Y. *sa*

LEE TIRE & RUBBER Co., Conshohocken, Pa. (tires) Agency: Benjamin Eshleman Co., Philadelphia. *t sa ta*

THOMAS LEEMING & Co., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. *sa*

DR. L. D. LeGEAR MEDICINE Co., St. Louis. Agency: Cramer-Krasselt Co., Milwaukee *sa t*

LEHN & FINK PRODUCTS Co., New York. Agency: Wm. Esty & Co., N. Y. *n sa ta sp*

LEHN & FINK PRODUCTS Co., New York (Pebeco). Agency: McConnell, Eastman & Co., Toronto. *sp*

LEVER BROS. Co., Cambridge, Mass. Agencies: Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday soap) BBDO, N. Y.; (Lifebuoy) Wm. Esty & Co., N. Y.; Young & Rubicam, N. Y. (Lipton tea, Swan soap). *n sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agencies: J. Walter Thompson Co., Toronto; Ruthrauff & Ryan, N. Y. *n sa*

LEWIS-HOWE Co., St. Louis (Tums, Natures Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv. Agency, Chicago. *n*

LIBBY-OWENS-FORD GLASS Co., Chicago. Agency: U. S. Adv. Corp., Toledo. *n*

LIBBEY, McNEILL & LIBBY, Chicago (food products). Agency: J. Walter Thompson Co., Chicago. *sa sp*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: McConnell, Eastman & Co., Toronto. *sa*

LIBERTY WEEKLY of Canada, Toronto (magazine). Agency: Cockfield, Brown & Co., Toronto. *t*

LIGGETT DRUG Co., New York. Agency: Neff-Rogow, N. Y. *sp sa*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield, Velvet). Agency: Newell-Emmett Co., N. Y. *n t*

LINCO PRODUCTS Co., Chicago (Juno cleanser). Agency: Gourfain-Cobb Adv. Co., Chicago. *sa*

LINDAUER & Co., San Francisco (moth killer). Agency: Heintz, Pickering & Co., Los Angeles. *sp*

LINDSAY RIPE OLIVE Co., Lindsay, Cal. Agency: Lord & Thomas, Los Angeles. *sp*

THOMAS J. LIPTON, Hoboken, N. J. (tea). Agency: Young & Rubicam, N. Y. *rn sa*

THOMAS J. LIPTON, Toronto (tea). Agency: Vickers & Benson, Montreal. *sa ta rn n*

LITTLE CROW MILLING Co., Warsaw, Ind. (flour). Agency: Rogers & Smith, Chicago. *sp*

LOCAL LOAN Co., Chicago. Agency: George H. Hartman Co., Chicago. *t*

LOMA LINDA FOOD Co., Arlington, Cal. (cereal). Agency: Lisle Sheldon Adv., Los Angeles; Gerth-Knollin Adv., L. A. *rn sa*

LONE STAR GAS SYSTEM, Dallas (gas service). *sp*

LONGINES-WITTNAUER Co., New York (clocks, watches). Agency: Arthur Rosenberg Co., N. Y. *sa*

LOOK, Inc., Des Moines (magazine). Agency: Son De Regger & Broun, Des Moines. *sa sp*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co., N. Y. *sp n rn*

P. LORILLARD Co., New York (Old Gold cigarettes). Agencies: Lennen & Mitchell, N. Y.; J. Walter Thompson Co., N. Y. (Old Gold). *n t rn sp*

LOS ANGELES BASKET Co, Los Angeles (berry baskets). Agency: Robert F. Dennis Adv. Agency, Los Angeles. *sa*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *sa sp rn ta*

LOUDEN PACKING Co., Terre-Haute, Ind. (V-8 vegetable cocktail). Agency: Western Adv. Agency, Chicago. *rn*

LOUISIANA POWER & LIGHT Co. Agency: Fitzgerald Adv. Agency. *t*

JOE LOWE Corp., New York (Popsicles). Agency: Biow Co., N. Y. *n t sp*

LOYAL SOAP & CHEMICAL Co., Los Angeles (household cleanser). *sa*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. *sp sa*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *n t*

LUXOR Ltd., Chicago (cosmetics). Agency: Lord & Thomas, Chicago. *t*

LYON VAN & STORAGE Co., Los Angeles. Agency: BBDO, Hollywood. *rn sp t sa*

M

MacDONALD TOBACCO Ltd., Montreal (British Consol cigarettes). Agency Richardson-Macdonald Adv. Service, Toronto.*tp*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sa sp rn*

MacFARLANE'S CANDY STORES, San Francisco (chain). Agency: Botsford, Constantin & Gardner, San Francisco. *t*

MAC'S SUPER GLOSS Co. (auto polish), Los Angeles. Agency: Elwood J. Robinson Adv. Agency. *ta*

MADERA WINERIES & DISTILLING Co., Chicago (Mission Bell wines). Agency: Schwimmer & Scott, Chicago. *sa*

MADISON PERSONAL LOAN Co., New York. Agency: Klinger Adv. Corp., N. Y. *sp*

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor). Agency: J. M. Mathes, Inc., N. Y *n sp*

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MAGNOLIA OIL Co, Dallas. *sp*

MAHDEEN Co, Nacogdoches, Tex. (shampoo). Agency: Grant Adv. Agency, Dallas. *rn*

MAHER SHOE STORES, Toronto. Agency: Dickson & Ford, Toronto. *sp*

MAIL POUCH TOBACCO Co., Wheeling (chewing tobacco). Agency: Walker & Downing, Pittsburgh. *sp*

MAINE DEVELOPMENT COMMISSION, Portland (potatoes). Agency: Brooke, Smith, French & Dorrance, N. Y. *rn*

MALTEX Co., Burlington, Vt. (Maltex cereal). Agency: Samuel C. Croot Co., N. Y. *n sp sa*

MAMMOTH HOSIERY MILLS, Trenton (silk hosiery). Agency: Norman A. Mack & Co., N. Y. *sa*

MANHATTAN SOAP Co, New York. Agencies: Milton Weinberg Co., Los Angeles; Franklin Bruck Adv. Corp., N. Y. (Sweetheart Soap). *n rn ta*

MANTLE LAMP Co. of America, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp*

MANUFACTURERS TRUST Co., New York. Agency: McCann-Erickson, N. Y. *sp*

MAPLE LEAF MILLING Co., Toronto (Red River cereal, flour). Agency: Cockfield, Brown & Co., Toronto. *sp t*

MARGOLIANS Ltd., Sydney, N. S. (chain clothiers). *sa*

MARINE ELECTROLYSIS ELIMINATOR Corp., Seattle (Restorit starch). Agency: Milne & Co., Seattle. *sp*

MARLIN FIREARMS Co., New Haven (razor blades). Agency: Craven & Hedrick, N. Y. *ta*

MARNEY FOOD Co., Huntington Park, Cal. (Marco pet food). Agency: Ivar F. Wallin, Jr. & Staff, Los Angeles. *sp*

MARROW'S Inc, Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *n sa t ta*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp n*

MARTIN BROS. BLUEHILL PRODUCTS, Denver (coffee and food). Agency: Raymond Keane Adv. Agency, Denver. *sp*

S. G. MARTINELLI & Co., Watsonville, Cal. (cider). Agency: Brisacher, Davis & Staff, San Francisco. *sp*

JOSEPH MARTINSON, New York (coffee). Agency: Al Paul Lefton, N. Y. *sp*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MAXIMAX Inc., Chicago (Tally Soap). Agency: Stack-Goble Adv. Agency. *sa*

McCLOSKEY VARNISH Co., Los Angeles (Kwik-On). Agency: Heintz-Pickering & Co., Los Angeles. *sp*

McCOLL-FRONTENAC OIL Co., Montreal. Agency: A. McKim Ltd., Montreal *sp t*

McCONNON & Co., Winona, Minn. (foods, cosmetics). Agency: McCord Co., Minneapolis. *sp*

McFAYDEN SEED Co., Winnipeg, Man. Agency: Norris-Patterson, Winnipeg. *sa*

McILHENNY Co., Avery Island, La. (sauce). Agency; Aubrey, Moore & Wallace, Chicago. *ta*

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agency: Sherman K. Ellis & Co., N. Y.; J. D. Tarcher, N. Y. *sa sp rn*

McLARENS INVINCIBLE, Hamilton, Ont. (food products). Agency: Russell T. Kelley Ltd., Hamilton. *sa*

W. F. McLAUGHLIN & Co., Chicago (coffee). Agency: Sherman K. Ellis & Co., Chicago. *sp*

McLEAN'S Ltd., London, England (proprietary). Agency: Atherton & Currier, Toronto. *t*

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MELLO-GLO Co., Boston (cosmetics). Agency: H. W. Kastor & Sons, Chicago. *sp sa*

MELORIPE FRUIT Co., Boston. Agency: BBDO, N. Y. *ta*

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agency: Neff-Rogow, N. Y. *sa sp*

MEMPHIS ICE INDUSTRY, Memphis. Agency: Kremer & Howard Inc., Memphis. *sp*

MENNEN Co., Newark (cosmetics, etc). Agencies: H. W. Kastor & Sons Adv. Co., Chicago (Quinsana deodorant), H. M. Kiesewetter Adv. Agency, N. Y. *n*

MENTHOLATUM Co., Wilmington, Del. (proprietary). Agency: Dillard-Jacobs Adv. Agency, Atlanta. *sa ta*

MERCHANTS FERTILIZER Co., Charleston, S. C. Agency: Nachman-Rhodes, Augusta, Ga. *sp*

MERCK & Co., Rahway, N. J. (Bichloride). Agency: Chas. W. Hoyt, N. Y. *sa*

METRO-GOLDWYN-MAYER FILM Corp., New York. Agency: Donahue & Coe, N. Y. *sa ta sw*

MICHIGAN BEET SUGAR ASSN., Detroit. Agency: Zimmer & Keller, Detroit. *rn*

MICHIGAN MINERAL WATER, N. Y. Agency: Hudson Adv. Co., N. Y. *sa*

MICHIGAN MUSHROOM Co., Niles, Mich. Agency: Mitchell-Faust Adv. Co., Chicago.

MID-CONTINENT PETROLEUM Corp., Tulsa. Agency: R. J. Potts & Co., Kansas City. *sp*

JOSEPH MIDDLEBURY JR. Co., Boston (Midco dessert mix). Agency: Ingalls-Miniter Co., Boston. *rn*

MIDWAY CHEMICAL Co., Jersey City (Fly-Ded). Agency: Blackett-Sample-Hummert, N. Y. *n*

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer). Agency: Wade Adv. Agency, Chicago. *n sp t sw*

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer). Agency: Associated Adv. Agency, Los Angeles. *sa sp*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n sp*

MILLER BREWING Co., Milwaukee. Agency: Richard, Mulberger & Hicks, Milwaukee. *sp*

MILLER CEREAL MILLS, Omaha. Agency: Driver Co., Omaha. *ta sa*

MILLER FURNITURE Co., New York. Agency: Emil Mogul Co., N. Y. *sa sp*

MILLER PACKING Co., Berkeley, Cal. (meat). Agency: Long Adv. Service, San Francisco. *sp*

MILQO Ltd., Hamilton, Ont. (Vi-Tone). Agency: E. W. Reynolds & Co., Toronto. *sp*

MISHAWAKA RUBBER & WOOLEN MFG. Co., Mishawaka, Ind. Agency: Campbell-Ewald Co., Detroit. *sa*

MISSION DRY Corp., Los Angeles (Orangeade). Agencies: McCarty Co., Los Angeles; Maxon Inc., N. Y. *ta sp*

MISSION PACKING Co., Los Angeles (fruit). Agency: Dana Jones Co., Los Angeles. *ta sa*

MISSISSIPPI POWER & LIGHT Co., Jackson. *t*

MISSOURI-PACIFIC RAILROAD, St. Louis. Agency: D'Arcy Adv. Co., St. Louis. *sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphia. *n*

MODERN INDUSTRIAL BANK, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MOHAWK CARPET MILLS, Amsterdam, N. Y. Agency: Moser & Cotins, N. Y. *sw*

MONARCH WINE Co., Brooklyn. Agency: Arthur Rosenberg Co., N. Y. *sp*

MONTICELLO DRUG Co., Jacksonville, Fla. (666 tablets). *rn sp*

MOODY BIBLE INSTITUTE, Chicago (religious). Agency: Critchfield & Co., Chicago. *n sp*

BENJAMIN MOORE & Co., New York (paint). *n sp*

ENOCH MORGAN & SONS, New York (Sapolio). Agency: Irwin Vladimir & Co., N. Y. *t*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc). Agency: Henri, Hurst & McDonald, Chicago. *n rn sp*

MORRIS PLAN BANK, Boston. *sp*

MORRIS PLAN INDUSTRIAL BANK, New York. Agency: Gotham Adv. Agency, N. Y. *sa*

PHILIP MORRIS & Co., New York (Philip Morris cigarettes, Dunhill Major cigarettes, Relevation tobacco). Agency: Biow Co., N. Y. *n rn sp*

MORTEN MILLING Co., Dallas (Cotton White flour). *t*

MORTON SALT Co., Chicago. Agency: Klau-Van Pietersom-Dunlap Assoc., Milwaukee. *sp t*

MOUNTAIN STATES TELEPHONE & TELEGRAPH Co., Denver. *sa*

C. F. MUELLER Co., Jersey City (Mueller's macaroni). Agency: Kenyon & Eckhardt, N. Y. *n sp sa*

MURPHY SEED PRODUCTS Co., Burlington, Wis., (fodder). Agencies: Wade Adv. Agency, Chicago; Critchfield & Co., Chicago. *n sp sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa n t*

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta*

N

NARRAGANSETT BREWING Co., Cranston, R. I. Agency: Arthur Braitsch & Associates, Providence. *rn*

NASH COFFEE Co., Minneapolis. Agency: Erwin, Wasey & Co., Minneapolis. *t sa*

NASH-KELVINATOR Corp., Kenosha, Wis. (autos, refrigerators). Agency: Geyer, Cornell & Newell, N. Y. *sp n sa t*

NATIONAL BISCUIT Co., New York (bread, crackers, Shredded Wheat, Cubs, etc.). Agencies: McCann-Erickson, N. Y.; Lord & Thomas, New York (Cubs, NBC bread). *n sp t*

NATIONAL BREWERIES, Montreal. Agency: J. Walter Thompson Co., Montreal. *sp*

NATIONAL CARBON Co., New York (Eveready Prestone). Agency: J. M. Mathes Inc., N. Y. *sp sa*

NATIONAL COMMITTEE FOR RELIGIOUS RECOVERY, New York. *sa*

NATIONAL DAIRY ASSN., Chicago. Agency: Lord & Thomas, Chicago.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. *n t*

NATIONAL FUNDING Corp., Los Angeles (finance). Agency: Smith & Bull, Los Angeles. *sa sp*

NATIONAL ICE ADVERTISERS, Chicago. Agency: Donahue & Coe, N. Y. *t*

NATIONAL LEAD Co., San Francisco (Dutch Boy paint). Agency: Erwin, Wasey & Co., San Francisco. *sp rn*

NATIONAL PRAYER & PROPHESY CONFERENCE, Chicago (religious). *n*

NATIONAL REFINING Co., Cleveland (White Rose gas). Agency: Sherman K. Ellis & Co., N. Y. *sp rn*

NATIONAL REFUND Co., Chicago (insurance advisors). Agency: First United Broadcasters, Chicago. *sp sa*

NATIONAL REMEDY Co., New York (En-Ar-Co.). Agency: Kleppner, Co., N. Y. *sa*

NATIONAL SCHOOLS, Los Angeles. Agency: Huber Hoge & Sons, N. Y. *sp*

NATIONAL SEED & BULB Co., New York. Agency: Norman Weill Inc., N. Y. *sa*

NATIONAL TEA Co., Chicago (grocery chain). Agency: Schwimmer & Scott, Chicago. *sa sp*

NATIONAL TOILET Co., Paris, Tenn. (cosmetics). Agency: Roche, Williams & Cunnyngham, Chicago. *ta*

NAUGHTON FARMS, Waxahachie, Tex. (roses). Agency: Rogers & Smith, Dallas. *sp ta*

N. E. PRETZEL Co., Boston (O-Ke-Doke). Agency: J. Walter Thompson Co., Chicago. *ta*

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n*

NEIGHBORS OF WOODCRAFT, Portland, Ore. (insurance). Agency: Mac Wilkins & Cole, Portland. *rn*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Geo. H. Hartman Co., Chicago. *sp*

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agency: Chas. H. Mayne Co., Los Angeles. *t*

NESTLE-LeMUR Co., New York. Agency: R. T. O'Connell Co., N. Y. *sp sa*

NESTLE'S MILK PRODUCTS, New York. Agency: Leon Livingston Adv. Agency, San Francisco. *sp*

NEW ENGLAND CONFECTIONARY, Boston (Sky Bar candy). Agency: Badger & Browning, N. Y. *sa t*

NEW YORK, New Haven & Hartford Railroad, Boston. Agency: John C. Dowd, Boston. *sp*

NEW YORK STATE MILK PUBLICITY BUREAU, Albany. Agency: J. M. Mathes, N. Y. *rn t sao*

S. E. NIGHTON Co., Bedford, O. (dog food). Agency: Gregory & Bolton, Cleveland. *sa*

NITRAGIN Co., Milwaukee (inoculate). Agency: Western Adv. Agency, Racine, Wis. *t*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp n ta*

NORTHAM WARREN Corp., New York (Cutex). Agency: J. Walter Thompson Co., N. Y. *sa sp*

NORTHROP & LYMAN Co., Toronto (remedies). Agency: E. W. Reynolds & Co., Torontc. *sa ta*

NORTHRUP, KING & Co., Minneapolis (seed, feed). Agency: Olmsted-Hewitt, Minneapolis. *sp*

NORTHWEST RADIO TELEVISION Co., Minneapolis. *rn*

NORTHWESTERN YEAST Co., Chicago (Yeastfoam). Agencies: Benson & Dall, Chicago; Hays MacFarland & Co., Chicago. *sa sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxzema cream). Agency: Ruthrauff & Ryan, N. Y. *sp rn*

NU-ENAMEL CLEVELAND Co., Cleveland (paint). Agency: Campbell-Sanford Adv. Co., Cleveland. *sa sp*

NUTRENA MILLS, Kansas City (feeds). Agency: Ferry-Hauly Co., Kansas City. *t sa*

O

OAKITE PRODUCTS, New York (Oakite cleanser). Agencies: Calkins & Holden, N. Y. *rn sp sa*

OCCIDENTAL STOVE Co., Los Angeles (gas ranges). *sa*

OELWEIN CHEMICAL Co., Oelwein, Ia. (Occo). Agency: Coolidge Adv. Co., Des Moines. *sp*

OGILVIE FLOUR MILLS Co., Montreal. Agency: J. J. Gibbons Ltd., Toronto. *sa*

OHIO OIL Co., Columbus. Agency: Byer & Bowman Adv. Co., Columbus. *rn n*

OLD BEN COAL Corp. (Green Marked Stoker Coal). Chicago. *sp*

OLD MONK OLIVE OIL Co., Chicago. *sa*

OLD STYLE BREWING Co., Cincinnati. Agency: L. F. McCarthy & Assoc., Cincinnati. *sa*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Co., Detroit. *sa rn*

OLIVER FARM EQUIPMENT Co., Chicago. Agency: Buchen Co., Chicago. *sp sa*

OLNEY & CARPENTER Co., Wolcott, N. Y. (potato sticks). Agency: Fuller & Smith & Ross, Cleveland. *rn*

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba, Chicago. *sa t sp*

O M TABLET Co., Pasadena, Cal. (proprietary). Agency: Lou Sterling & Associates, N. Hollywood. *sp*

OMAHA LIVESTOCK EXCHANGE, Omaha (stockyards). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

OMAR BAKERIES and OMAR MILLS Omaha. Agency: Hays MacFarland & Co., Chicago. *t sa sp*

OMEGA CHEMICAL Co., Jersey City (Omega Oil). Agency: Brown & Thomas, N. Y. *sa*

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan, Chicago. *t*

O'SULLIVAN RUBBER Co., Winchester, Va. (rubber heels). Agency: Bermingham, Castleman & Pierce, N. Y. *sa sp*

OWL DRUG Co., San Francisco (chain). Agency: Raymond R. Morgan Co., Hollywood. *sp*

OXO, U. S. A., Boston (bouillon cubes). Agency: Platt-Forbes, N. Y. *sa sp rn*

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Brown & Thomas, N. Y. *sa*

P

PABST BREWING Co., Chicago. Agency: Lord & Thomas, Chicago. *sp*

PACIFIC BREWING & MALTING Co., San Francisco. Agency: Brewer-Weeks Co., San Francisco. *ta sp*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n rn*

PACIFIC GAS & ELECTRIC Co., San Francisco. Agency: Albert Frank-Guenther Law, San Francisco. *sp*

PACIFIC GUANO & FERTILIZER Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. *sa sp*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa rn*

PACIFIC SOAP Co., Los Angeles (Citrus soap). Agency: Robert Smith Adv. Agency, Los Angeles. *ta*

PACKERS TAR SOAP Inc., New York. Agency: Ivey & Ellington, Phila. *sa*

PACQUIN Inc., New York (hand cream). Agency: Wm. Esty & Co., N. Y. *t*

PALMERS Ltd., Montreal (Mintry's toothpaste). Agency: Norris-Patterson, Toronto. *sp*

PANAMA PACIFIC LINES, San Francisco (steamship line). Agency: J. Walter Thompson Co., San Francisco. *sa*

PAR SOAP Co., Oakland, Cal. Agency: Tomaschke-Elliott, San Francisco. *rn*

PARAGON CHEMICAL Co., Youngstown (Crystaline). Agency: National Classified Adv. Agency, Youngstown. *sa*

PARAMOUNT PICTURES, New York. Agency: Buchanan & Co., N. Y. *n sa sw*

PARK & TILFORD, New York (Tintex). Agency: Charles M. Storm Co., N. Y. *sa t*

PARKER BROS., Salem, Mass. (games). Agency: Schwimmer & Scott, Chicago. *sa*

PATON Corp., New York (Yuban coffee). Agency: Buchanan & Co., N. Y. *sa*

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bar, Ten Crown gum). Agencies: Platt-Forbes, N. Y.; Emil Brisacher & Staff, Los Angeles. *sp*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha. *sp rn*

PENICK & FORD, New York (Brer Rabbitt molasses, My-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *ta rn*

PEN-JEL Corp., Kansas City (pectin). Agency: David B. Mindlin Adv., Kansas City. *sa*

PENN TOBACCO Co., Wilkes-Barre, Pa. (Kentucky Winners cigarettes, pipe tobacco). Agency: Ruthrauff & Ryan, N. Y. *sp*

J. C. PENNEY Co., New York (chain store). Agency: Pedlar & Ryan, N. Y. *t*

PEOPLE'S CREDIT JEWELERS, Toronto (chain store). Agency: MacLaren Adv. Co., Toronto. *sp*

PEOPLE'S LINIMENT Co., Brooklyn. *sa*

PEPPARD SEED Co., Kansas City (Funk's seed corn). Agency: S. M. Brooks Adv. Agency, Little Rock. *sp*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agencies: Benton & Bowles, N. Y.; Tracy-Locke-Dawson, Dallas. *sa t rn*

GEORGE PEPPERDINE FOUNDATION, Los Angeles. *sp*

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agency: Newell-Emmett Co. N. Y. *sa n sp*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t*

NASHVILLE
TENNESSEE

THE TENNESSEE VALLEY IS GOING FORWARD ....

and so is WLAC!

Then ring in these facts:

★ Vultee Aircraft, Inc., new $5,000,000 Nashville plant employing 7,000.

★ $13,000,000 troop barrack project at Tullahoma (within WLAC listening area) to house 25,000 men. Weekly payroll now $125,000.

★ TVA, starting $1,000,000 plant for treatment of raw phosphate 40 miles from Nashville. Constructing $20,000,000 dam near Jefferson City.

☆ Goodrich Rubber Co., Monsanto Chemical Co. and Victor Chemical Co., new plants in operation in or within few miles of Nashville. DuPont Rayon Mills within 10 miles of Nashville, employing thousands.

★ No wonder 50 commercial transport planes operate in and out of Nashville every day. And with all this growth it's no wonder that WLAC on October 31, 1940 had more business under contract than during the whole of 1939.

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WLAC

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DIRECTORY OF 1940 NATIONAL-REGIONAL RADIO ADVERTISERS

PERFECTION STOVE Co., Cleveland. Agency: McCann-Erickson, Cleveland. *sa t ta*

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *t sa*

PETRI CIGAR Co., San Francisco (Van Camp, La Natividad cigars). Agency: Piedmont Agency, N. Y. *sp*

PFEIFFER BREWING Co., Detroit. Agency: Maxon Inc., Detroit. *sp t*

PHARMACO, New York (Chooz), White Labs. subsidiary. Agency: Wm. Esty & Co., N. Y. *sp sa*

PHILADELPHIA Co., Pittsburgh (utility). *sa*

PHILA. & READING COAL & IRON Co., Phila. (coal). Agency: McKee & Albright, Phila. *sa*

PHILCO DISTRIBUTORS Inc. of Pennsylvania, Philadelphia (radios). Agency: Julian G. Pollock, Phila. *sa*

PHILCO RADIO & TELEVISION Co., Philadelphia. Agency: McKee & Albright, Philadelphia. *n*

PHILLIPS PACKING Co., Cambridge, Md. (food). Agency: Aitkin-Kynett Co., Philadelphia. *sa sp*

CHAS. H. PHILLIPS CHEMICAL Co., New York. (Haley's M-O, milk of magnesia). Agency: Blackett-Sample-Hummert, N. Y. *n t*

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n sp sa*

PHOENIX BAKING Co., Phoenix, Ariz. *rn*

PHONOLA RADIO Co., Kitchener, Ont. (radio receivers). Agency: Richardson-Macdonald Adv. Service, Toronto. *sp*

PI-DO Co., Dallas (ready-mixed dough). Agency: Harry McMains, Dallas. *sp*

PIERCE'S MEDICINE Inc., Buffalo (proprietary). Agency: H. W. Kastor & Sons, Chicago. *ta sa*

PILGRIM PRODUCTS Co., Chicago (refrigerator purifier). Agency: Faraon Jay Moss Inc., Hollywood. *sp*

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: Hutchinson Adv. Co., Minneapolis. *n sp*

PILOT RADIO Corp., New York. Agency: Austin & Spector Co., N. Y. *sp*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russell M. Seeds Co., Chicago. *t sa sp*

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *t sp n sa*

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: Wallace Adv. Co., Des Moines. *sp sa*

PISO Co., Warren, Pa. (proprietary). Agency: Lake-Spiro-Shurman, Memphis. *sa*

PLANTERS NUT & CHOCOLATE Co., Wilkes-Barre. Pa. Agency: J. Walter Thompson Co., N. Y. *ta n*

PLANTERS NUT & CHOCOLATE Co., San Francisco. Agencies: Raymond R. Morgan Co., Hollywood; Pacific Adv. Agency, San Francisco. *sp sa*

PLANTERS NUT & CHOCOLATE Co., Toronto (peanuts). Agency: Norris-Patterson, Toronto. *ta*

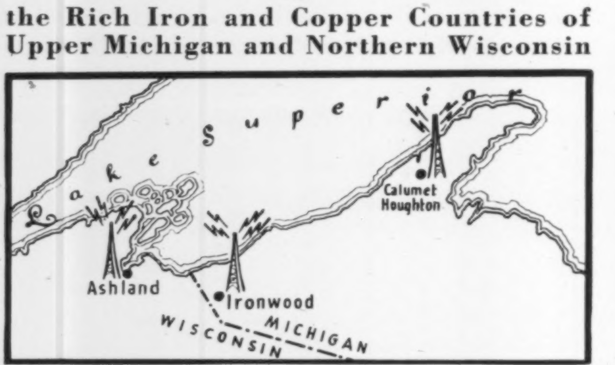
PLOUGH, Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Shurman, Memphis; J. J. Gibbons Inc., Toronto. *sp*

PLYMOUTH MOTOR CORP., Detroit (motor cars). Agency: J. Stirling Getchell. *sa t n*

PLYMOUTH ROCK GELATINE Co., Boston (dessert). Agency: John W. Queen, Boston. *sp sa rn*

PONTIAC MOTOR DIVISION, General Motors, Pontiac, Mich. (autos). Agency: MacManus, John & Adams, Detroit. *ta rn*

POSTEX COTTON MILLS, Dallas. Agency: Tracy-Locke-Dawson, Dallas. *rn*



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POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *ta sa*

POWER SEAL Co., Los Angeles (carbon dissolver). Agency: Lockwood-Shackleford Adv. Agency, Los Angeles. *sp*

J. L. PRESCOTT Co., Passaic, N. J. (Oxol stove polish). Agency: Chambers & Wiswell, Boston. *rn*

PRIME MFG., Co., Milwaukee (Prime electric fence controllers). Agency: Hoffman & York Adv., Milwaukee. *sp*

PRINCESS PAT Ltd., Chicago (cosmetics). Agency: Frank R. Steel & Assoc., Chicago. *sp sa sw*

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv. Inc., N. Y. (Ivory, Duz, Fluffo, P & G, Crisco); Blackett-Sample-Hummert, Chicago (Oxydol, Lava, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene, Teel, Kirks, American Family). *n sp sa t ta*

PROCTER & GAMBLE Co. of Canada, Toronto. Agencies: Pedlar & Ryan, N. Y.; Blackett-Sample-Hummert, Chicago; Compton Adv., N. Y. *t n*

PROGRESSIVE OPTICAL SYSTEM, Fresno (chain optical house). *sp*

PRUDENTIAL INSURANCE Co. of America, New York. Agency: Benton & Bowles, N. Y. *n sp*

PRUNE GROWERS OF CAL., San Francisco. Agency: Lord & Thomas, San Francisco. *t*

PUBLICATIONS RESEARCH Inc., New York (PM). Agency: Compton Adv., N. Y. *sa*

JOHN PUHL PRODUCTS Co., Chicago (Fleecy White bleach). Agency: Cecil & Presbrey, Chicago. *t*

PURE MILK ASSN., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa*

PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *n sa*

PUREPAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. *sa rn*

PUREX Co., Los Angeles. Agency: Lord & Thomas, Los Angeles. *sa*

PURITAN SALES Corp., Portland, Me. Agency: Louis Robert Korn, Portland. *sa*

PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Campbell-Mithun, Minneapolis. *rn sp*

Q

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (Quaker Oats, Mother's Oats, Little Kurnels); Sherman & Marquette, Chicago (Puffed Wheat & Rice, Aunt Jemina, Pettijohn's Cereals, Farina); Gale & Pietsch, Chicago (Full O'Pep); Mitchell-Faust Adv. Co., Chicago (macaroni, muffets). (Farina). *n sp sa t*

QUAKER OATS Co., Peterboro, Ont. (Full O'Pep Feed). Agency: Lord & Thomas, Toronto. *t*

QUAKER PETROLEUM Co., Omaha. Agency: Allen & Reynolds Agency, Omaha. *sp*

QUIMBY BAKING Co., Uhrichsville, O. *sp*

R

RADIO COLLEGE OF CANADA, Toronto. Agency: R. C. Smith & Son, Toronto. *sa*

RADIO CORP. OF AMERICA, Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. *n sp sa t ta sw*

RADIO TELEVISION INSTITUTE, N. Y. Agency: Huber Hoge & Sons, N. Y. *sp*

RAILWAY EXPRESS AGENCY, New York. Agency: Caples Co., N. Y. *sa ta*

RAINIER BREWING Co., San Francisco. Agency: Buchanan & Co., Los Angeles. *sa*

RALADAM Co., Detroit (Marmola). Agency: Street & Finney, N. Y. *ta*

RALPHS GROCERY Co., Los Angeles (chain). Agency: Glasser Adv. Agency, Los Angeles. *sp*

RALSTON PURINA Co., St. Louis (cereal & feeds). Agency: Gardner Adv. Co., St. Louis. *n sa sp*

RALSTON PURINA Co., Toronto (feed). Agency: James Fisher Co., Toronto. *t*

RAMSDELL Inc., New York (Sulphur Cream-Rita Sav). Agency: William Irving Hamilton, N. Y. *n sp*

RANDALL MOTOR CLUB, Los Angele (insurance). Agency: Lockwood-Shackleford Adv. Agency, Los Angeles. *sp*

RAPINWAX Co., St. Paul (waxed paper) Agency: W. I. Tracy Inc., N. Y. *sp*

RAYLITE TRADING Co., New Yor (Christmas tree lights). Agency: Cramer-Krasselt Co., Milwaukee. *sa*

RED CROSS CHEMICAL Co., Providence R. I. Agency: Lanpher & Schonfarbe Providence. *sa*

REED TOBACCO Co., Richmond (Laru & Bro. Co. subsidiary, Chelsea cigarettes Agency: Warwick & Legler, N. Y. *sa sp*

REFRIGERATION & AIR CONDITIONING Corp., Youngstown, O. Agency: National Classified Adv. Agency, Youngstow *sp t*

REGIONAL BROADCASTERS ASSN. New York. Agency: Stockton, West & Burkhart, Cincinnati. *n*

REID, MURDOCH & Co., Chicago (Monarch foods). Agencies: Rogers & Smith Adv. Agency, Chicago; W. B. Ross & Assoc., Los Angeles. *sp sa*

RELIABLE FLOUR Co., Boston. Agency: Bennett, Walther & Menadier, Boston.

RELIANCE MFG. Co., Chicago (work clothes). Agency: Ruthrauff & Ryan, Chicago. *sp*

RELIABLE TOY Co., Toronto (dolls) Agency: Ronalds Adv. Agency, Toronto.

REMINGTON-RAND, Buffalo (Remington typewriters). Agencies: Leeford Adv. Agency, N. Y.; Franklin Bruck Adv. Corp. N. Y. *n*

L. N. RENAULT & SONS, Egg Harbor N. J. (wines). Agency: Campbell-Lampe N. Y. *sa*

REPUBLIC STEEL Corp., Cleveland (steel products). Agency: G. M. Basford N. Y. *sw*

RETIREMENT LIFE PAYMENTS Assn. Hollywood. *rn sp*

REVLON NAIL ENAMEL Corp., New York. Agency: Abbott Kimball Co., N. Y. *sa*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel, Tops, cigarettes). Agency: Wm. Esty & Co., N. Y. *n sa t*

WM. RICE PRODUCTS Co., Chicago (Build-Up). Agency: Frankel-Rose Co. Chicago. *sa*

THOS. RICHARDSON Co., Philadelphia (candy). Agency: N. W. Ayer & Son Philadelphia. *sp rn*

RICHARDSON & ROBBINS, Dover, Del. (canned food). Agency: Charles W. Hoyt Co., N. Y. *n rn*

RICHFIELD OIL Corp. of N. Y. Agency: Sherman K. Ellis & Co., N. Y. *n t sp ta*

RICHFIELD OIL Co. of California, Los Angeles (Richfield gas). Agency: Hixson-O'Donnell, Inc., Los Angeles. *n rn t ta*

RICHMAN BROS. Co., Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa sp*

F. AD RICHTER & Co., Brooklyn (proprietary). Agency: H. W. Kastor & Sons N. Y. *ta sp*

RIO GRANDE OIL Co., Los Angeles Agency: Hixson-O'Donnell, Los Angele *n rn t sp*

HAROLD F. RITCHIE PRODUCTS, Toronto (proprietary). Agency: United Radio Adv. Agency, Toronto. *t*

RITCHIE & JANVIER, Bloomfield, N. J. Agency: Atherton & Currier, N. Y. *sa*

P. J. RITTER Co., Bridgeton, N. J. (food). Agency: Clements Co., Philadelphia. *sp t*

RIVAL PACKING Co., Chicago (Rival dog food). Agency: Chas. Silver & Co., Chicago. *sp t sa*

RIVERBANK CANNING Co., Riverbank Cal. (Madonna tomato paste). Agency: H. B. LeQuatte Inc., N. Y. *sa*

RKO-RADIO PICTURES Corp., New York (movies). Agency: Lord & Thomas, N. Y. *sa sw*

ROBERTSON CHEMICAL Corp., Norfolk (fertilizer). *sp*

ROBIN HOOD MILLS, Montreal. Agencies: Jas. Fisher Ltd., Montreal; Canadian Adv. Agency, Montreal. *n t*

ROCKWOOD & Co., Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp t*

ROE FARM MILLING Co., Atwood, Ont. (feed). Agency: Ronalds Adv. Agency, Toronto. *sp*

ROMA WINE Co., New York (Cellarete and La Boheme wines). Agencies: Bermingham, Castleman & Pierce, N. Y.; Robert Kahn & Associates, Chicago; Cesana & Assoc., San Francisco. *sa sp rn*

ROMAN CLEANSER Co., Detroit. Agency: Gleason Adv. Co., Detroit. *sa rn*

ROMAN MEAL Co., Tacoma, Wash. (bread). Agency: Milne & Co., Seattle. *ta*

RONZONI MACARONI Co., New York. Agency: Piedmont Agency, N. Y. *sp*

ROOS BROTHERS, San Francisco (clothing chain). Agency: Lord & Thomas, San Francisco. *sp*

ROSARY HOUR, Buffalo (religious). *rn*

DR. W. J. ROSS Co., Los Alamitos, Cal. (soap). Agency: Howard Ray Adv. Agency, Los Angeles. *sp rn*

ROTOTILLER Inc., Troy, N. Y. (farm implements). *sp*

ROUGH RIDER MFG. Co., Napa, Cal. (slacks). Agency: Emil Brisacher & Staff, San Francisco. *sp*

ROXY CUSTOM CLOTHES Corp., New York. Agency: Peck Adv., N. Y. *sa*

ROYAL CROWN BOTTLING Co., Cleveland (soft drinks). Agency: BBDO, N. Y. *sp*

ROYAL TOBACCO Co., Montreal. Agency: Metropolitan Bcstg. Service, Toronto. *t*

O. P. RUBARDT & Co., Chicago (Pro-Dura). Agency: Gurnet-Kahn Adv. Co., Chicago. *sa*

RUBBER MFRS. ASSN., New York. Agency: Simpers Co., N. Y. *sa*

HELENA RUBENSTEIN Inc., New York (cosmetics). Agency: Wesley Associates, N. Y. *sp*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sp sa t*

JACOB RUPPERT BREWERY, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp t*

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour). Agency: N. W. Ayer & Son, Chicago. *sp t*

RUUD MFG. Co., Pittsburgh (hot water heaters). Agency: Bozell & Jacobs, Omaha. *sp ta*

RY-LOCK Co., San Leandro, Cal. (Ry-Lock Venetian Blinds). Agency: Gerth-Knollin Adv. Agency, San Francisco. *ta*

S

MORRIS B. SACHS, Chicago (clothing stores). *sp*

SAFEWAY STORES, Oakland, Cal. (grocery chain). Agency: Lord & Thomas, Los Angeles (institutional); McCann-Erickson, San Francisco; J. Walter Thompson Co., San Francisco (Lucerne milk). *rn sa sp*

ST. ANTHONY'S FRIARS, Garrison, N. Y. (religious). Agency: Donald Peterson, N. Y. *rn*

ST. CHARLES HOME FOR BOYS, Milwaukee. Agency: H. C. Mulberger Agency, Milwaukee. *sp*

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive syrup). Agency: McConnell, Eastman & Co., Toronto. *n rn sp*

SALERNO-MEGOWAN BISCUIT Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sa*

DR. SALSBURY'S LABS., Charles City, Ia. (poultry remedies). Agency: N. A. Winter Adv. Agency, Des Moines. *sa*

SALTESEA PACKING Co., Providence (clam chowder). Agency: Livermore & Knight Co., Providence. *sa sp*

SAN ALTO CIGAR Co., Chicago. Agency: Spector-Goodman Adv., Chicago. *sa*

SAN ANTONIO BREWING Co., San Antonio (beer). Agency: Pitluk Adv. Agency, San Antonio. *sa*

SAN GABRIEL WINE Co., New York. Agency: Emil Mogul Co., N. Y. *sp sa*

SANTA CLARA PACKING Co., San Jose, Cal. *rn*

SARGENT & Co., Des Moines (feed). Agency: Fairall & Co., Des Moines. *sa sp t*

SAWYER BISCUIT Co., Chicago. Agency: Neisser-Meyerhoff, Chicago. *sa*

SCHALK CHEMICAL Co., Los Angeles (Hydro Pura). Agency: Erwin, Wasey & Co., Los Angeles. *sa*

SCHLITZ BREWING Co., Milwaukee. Agency: Geyer, Cornell & Newell, N. Y. *sa*

SCHOENHOFEN-EDELWEISS Co., Gary, Ind. (Green River soft drinks). Agency: Western Adv. Agency, Racine, Wis. *sa*

W. F. SCHRAFFT & SONS Corp., Boston (candy). Agency: Redmond Co., Boston. *rn*

A. SCHRETER & SONS Co., Baltimore (Smoothie neckties). Agency: Bermingham, Castleman & Pierce, N. Y. *sa*

SCHULT TRAILERS Inc., Elkhart, Ind. (auto trailers). *sp*

SCHULTZ & Co., Terre Haute, Ind. (department store). *sp*

F. SCHUMACHER & Co., New York (prints). Agency: Anderson, Davis & Platte, N. Y. *sp sa*

SCOTT PAPER Co., Chester, Pa. Agency: J. Walter Thompson Co., N. Y. *sa sp*

SEABOARD FINANCE Co., Los Angeles (loans). Agency: Smith & Bull Adv., Los Angeles. *sa sp*

SEAL-COTE Co., Hollywood (finger nail polish preserver). Agency: Milton Weinberg Adv. Co., Los Angeles. *sa*

SEALTEST Inc., Philadelphia dairy products). Agency: McKee & Albright, Philadelphia. *t n*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Cal.). *t rn*

SEBASTIANI WINERIES, New York. Agency: Carlo Vinti Adv., N. Y. *sp*

LAURA SECORD CANDY SHOPS, Toronto (chain). Agency: Cockfield Brown & Co., Toronto. *rn t*

SEEMAN BROS., New York (White Rose tea). Agency: J. D. Tarcher, N. Y. *sp*

SELECT THEATRES Corp., New York ("New Hellzapoppin'"). Agency: Blaine-Thompson Co., N. Y. *sp*

R. B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp*

SERVEL Inc., New York (Electrolux refrigerators). Agency: BBDO, N. Y. *ta*

SERVICE DRUG STORES, Chicago (chain). Agency: Goodkind, Joice & Morgan, Chicago. *sp*

SEVENTH DAY ADVENTISTS, Los Angeles (religious). Agency: Lisle Sheldon Adv. Agency, Los Angeles. *rn*

SEVEN-UP BOTTLING Co., Los Angeles (beverage). Agency: Glasser Adv. Agency, Los Angeles. *sa*

SHARON SPRINGS BOARD OF TRADE, Sharon Springs, N. Y. (resort). *sp*

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russell M. Seeds Co., Chicago. *sp t sa*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHEFFORD CHEESE Co., Green Bay, Wis. Agency: Campbell-Mithun, Minneapolis. *rn*

SHELL OIL Co., New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *sa rn*

S. A. SHERER, Los Angeles (loans). Agency: Smith & Bull, Los Angeles. *sa*

SHERMAN, CLAY & Co., San Francisco (chain music stores). *sp*

SHERWIN-WILLIAMS Co., Cleveland (paint). Agencies: Warwick & Legler, N. Y. *n*

SHREDDED WHEAT Co., Niagara Falls, Ont. (Cubs). Agency: Cockfield, Brown & Co., Toronto. *ta*

HERMAN SHUMLIN, New York (producer of show, "The Male Animal"). Agency: Blaine-Thompson Co., N. Y. *sp*

A. L. SIEGEL Co., New York (Klear-Vu Pliofilm). Agency: S. R. Leon, New York. *sa*

SIGNAL OIL & GAS Co., Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn*

SIMONIZE Co., Chicago (auto polish). Agency: George H. Hartman Co., Chicago. *sp*

SINCLAIR REFINING Co., New York (H-C Gasoline, etc.). Agency: Federal Adv. Agency, N. Y. *n sp*

SIOUX HONEY Assn., Omaha. Agency: Earl Allen Co., Omaha. *sa*

SI-OZE LABORATORIES, Chicago (sinus, catarrh, hay fever treatment). Agency: Neal Adv. Agency, Chicago. *sa sp*

SKELLY OIL Co., Kansas City. Agency: Henri, Hurst & McDonald, Chicago. *n*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Jerry-Hanly Co., Kansas City. *ta*

SKRUDLAND PHOTO SERVICE, Chicago. Agency: A. N. Baker Adv. Co., Chicago. *sp sa*

SLATER SHOE Co., Montreal. Agency: J. E. Huot, Montreal. *t*

DR. EARLE S. SLOAN, New York (liniment). Agency: Warwick & Legler, N. Y. *n sa*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *sa sp*

SMITH BROS. MFG. Co., Kansas City (Big Smith work clothes). Agency: R. J. Potts & Co., Kansas City. *sa*

ALEXANDER SMITH & SONS CARPET Co., Yonkers, N. Y. Agency: Anderson, Davis & Platte, N. Y. *rn*

SMITH-DOUGLAS Co., Norfolk, Va. (fertilizer). Agency: Lawrence Fertig & Co., N. Y. *t sp*

SMITH MOTHER NATURE BROODER (poultry supplies). Agency: Shaffer Brennan Margulis Adv. Co., Nashville. *sp*

SNIDER PACKING Co., Rochester, N. Y. (catsup). Agency: Charles B. Hoyt, N. Y. *sp*

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobil-oil). Agency: J. Stirling Getchell, N. Y. *n rn sa t sp*

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agency: Hill-man-Shane Adv., Los Angeles. *sa sp*

SOUTH TEXAS COTTON OIL Co., Houston (Crustene shortening). Agency: Tracy-Locke-Dawson, Dallas. *rn*

SOUTHERN CALIFORNIA EDISON Co., Los Angeles (public utility). Agency: Mayers Co., Los Angeles. *t*

SOUTHERN DAIRIES, Washington, D. C. (ice cream). Agency: McKee & Albright, Philadelphia. *sa sp*

SOUTHERN NEW ENGLAND TELEPHONE Co., New Haven, Conn. Agency: BBDO, N. Y. *sa*

SOUTHERN NEWSPAPER FEATURES, Dallas. Agency: Crook Adv. Agency, Dallas. *sp*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Lord & Thomas, San Francisco. *ta sp sa*

SOUTHWEST LUMBER MILLS, Phoenix. Agency: Southwestern Adv. Agency, Phoenix. *rn*

SOUTHWESTERN DRUG Corp., Dallas (wholesale drugs). *sp*

SOUTHWESTERN LIFE INSURANCE Co., San Francisco. *sp*

SPENCER SHOE Corp., Boston. Agency: Chambers & Wiswell, Boston. *sa*

SPERRY CANDY Co., Milwaukee (Denver sandwich). Agency: Cramer-Krasselt, Milwaukee. *sa*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn sp t*

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SPOHN MEDICAL Co., Goshen, Ind. (Udder-Aid). Agency: Critchfield & Co., Chicago. *sp*

SPRING AIR PRODUCTS Co., Holland, Mich. (mattresses). Agency: Erwin, Wasey & Co., Chicago. *sa*

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Blackett-Sample-Hummert, Chicago. *sa*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agencies: J. Carson Brantley Adv. Agency, Salisbury, N. C.; Erwin Wasey & Co., N. Y. (N. Y. only). *sp sa t ta*

STANCO PRODUCTS, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. R. *t*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agencies: J. Walter Thompson Co., N. Y.; (Royal baking powder) McCann-Erickson, N. Y.; (Royal desserts) Sherman K. Ellis Co., N. Y.; Kenyon & Eckhardt, N. Y. (Fleischmanns). *n sp t rn*

STANDARD BRANDS, Montreal. (Fleischmann's food products). Agency: J. Walter Thompson Co., Montreal. *n sp sa*

STANDARD FEDERAL SAVINGS & LOAN ASSN., Los Angeles. Agency: Darwin H. Clark, L. A. *sa*

STANDARD OIL Co., of Cal. San Francisco. Agency: McCann-Erickson, San Francisco. *rn sp sa*

STANDARD OIL Co. of Indiana, Chicago. Agency: McCann-Erickson, Chicago. *ta rn sp*

STANDARD OIL Co. of Kentucky, Louisville (Crown gasoline). Agency: Harvey-Massengale, Atlanta. *sa*

STANDARD OIL Co. of Nebraska. Agency: McCann-Erickson, Chicago. *ta*

STANDARD OIL Co. of N. J., New York. Agency: Marsthalk & Pratt, N. Y. *sp sw*

STANDARD OIL Co. of Ohio, Cleveland. Agency: McCann-Erickson, Cleveland, *sp sa t*

STANDARD VITAMIN Corp., New York (Candicod). Agency: Al Paul Lefton & Co., Philadelphia. *sp*

STEIN BROS., New York (clothing chain store). Agency: Allied Adv. Agencies, Los Angeles. *sa*

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp*

T. S. STEPHENS & Co., Winnipeg (paint). Agency: Norris-Patterson, Winnipeg. *rn sp*

STERLING CASUALTY INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Neal Adv. Agency, Chicago. *sp*

STERLING DISTRIBUTORS, Windsor, Ont. (Bayer aspirin, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Ruthrauff & Ryan, N. Y. *n*

STERLING PRODUCTS, New York (Bayer aspirin, etc.). Agencies: Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago; Ruthrauff & Ryan, N. Y. (Consumer Products). *n t sp*

STICKNEY & POOR SPICE Co., Charlestown, Mass. Agency: Chambers & Wiswell, Boston. *sa*

STOTT BRIQUET Co., St. Paul (fuel). Agency: David Inc., St. Paul. *sa*

W. F. STRAUB & Co., Chicago (Lake Shore honey). Agency: Mitchell-Faust Adv. Co., Chicago. *rn*

STROH BREWING Co., Detroit. Agency: Zimmer-Keller, Detroit. *sa sp rn*

STROMBERG-CARLSON MFG. Co., New York (FM sets). Agency: Stewart, Hanford & Casler, Rochester. *sp*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunnyngham, Chicago. *sa t*

STURGEONS Ltd., Toronto (paint). Agency: Ardiel Adv. Agency, Toronto. *sa*

SUCCESSFUL LIVING MAGAZINE, New York. Agency: Metropolitan Adv. Agency, N. Y. *sp t*

R. G. SULLIVAN, Manchester, N. H. (7-20-4 cigars). Agency: Broadcast Advertising, Boston. *sa*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunnyngham, Chicago; (insecticides) Stewart-Jordan Co., Philadelphia. *n sa t ta*

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Including within service area

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THOMASVILLE
LEXINGTON

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WMFR

THE NATIONAL BROADCASTING COMPANY
Blue Network

250 Watts **1200 KC.**

SUN RAYED Co., Frankfort, Ind. (Kemps tomato juice). Agency: Caldwell-Baker Co., Indianapolis. *rn*

SUNNYVALE PACKING Co., San Francisco (Rancho soups). Agency: Lord & Thomas, San Francisco. *n sa sp*

SUNSET OIL Co., Los Angeles. Agency: Pacific Market Builders, Los Angeles. *rn*

SUPERIOR SEA FOOD Co., Los Angeles (canned food). Agency: Hillman-Shane Adv. Agency, Los Angeles. *sp sa*

SUPREME BAKERY Co., Los Angeles (Town Talk bread). Agency: Sidney Garfinkel Adv. Agency, Los Angeles. *t*

R. L. SWAIN TOBACCO Co., Danville, Va. (Pinehurst cigarettes). Agency: Gotham Adv. Co., N. Y. *sa*

SWEDISH LABORATORIES, Chicago (Blondex shampoo). Agency: Benson & Dall, Chicago. *sp*

SWEETS Co. of America, New York (Tootsie Rolls). Agency: Biow Co., N. Y. *n ta*

SWIFT & Co., Chicago (meat, Vigoro, dairy products). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese). *ta sa n*

SWIFT CANADIAN Co., Montreal (meat). Agency: J. Walter Thompson Co., Montreal. *sa*

T

TAYLOR PROVISION Co., Trenton, N. J. (meat products). Agency: Carter-Thompson Co., Philadelphia. *ta*

TAYLOR-REED Corp., Mamaroneck, N. Y. (Cocoa Marsh). Agency: W. I. Tracy Inc., N. Y. *sa*

TAYTON Co., Kansas City (cosmetics). Agency: Allen C. Smith Adv. Co., Kansas City. *sp*

TEA GARDEN PRODUCTS Co., San Francisco (food products). Agency: Brisacher, Davis & Staff, San Francisco. *rn*

TEMPLETONS Ltd., Toronto (proprietary). Agency: F. H. Hayhurst Co., Toronto. *t*

TEN-B-LOW Co., Columbus, O. (ice cream mix). Agency: Reincke-Ellis-Younggreen & Finn, Chicago. *ta*

TERRE HAUTE BREWING Co., Terre Haute, Ind. Agency: Stack-Goble Adv. Agency, Chicago. *sp t*

JOSEPH TETLEY & Co., New York (tea). Agency: Maxon Inc., N. Y. *rn sa*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sw*

TEXAS DAIRY PRODUCTS ASSN., Fort Worth. Agency: Leon J. Kane Adv. Agency, Fort Worth. *sa*

THE THOMAS, Boston (scalp treatment chain). Agency: Frank R. Steel Assoc., Chicago. *sp sa*

WM. T. THOMPSON Co., Los Angeles (soil conditioner). Agency: Philip J. Meany Co., Los Angeles. *sp*

THOREN'S Inc., New Hyde Park, L. I. (harmonicas). Agency: Samuel C. Croot Co., N. Y. *t*

THRIFTY DRUG Co., Los Angeles (chain). Agency: Milton Weinberg Adv. Co., Los Angeles. *t sp*

TIDEWATER ASSOCIATED OIL Co., New York (Veedol & Veedol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa rn sw*

TILLAMOOK COUNTY CREAMERY ASSN., Tillamook, Ore. (dairy products). Agency: Botsford Constantine & Gardner, Portland, Ore. *rn sp*

TIME Inc., New York (magazines, newsreel). Agency: BBDO, N. Y. *sa ta*

TIP TOP DISTRIBUTORS, Cleveland, O. (beer). Agency: Ruthrauff & Ryan, Chicago. *sp sa*

TIP TOP TAILORS, Linden, N. J. Agency: McConnell, Eastman & Co., Toronto. *sa sp t*

TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams, Detroit. *rn sp*

TOPS CHEWING GUM Co., Brooklyn. Agency: Brown & Thomas, N. Y. *sa*

TOWNE TALK Co., Los Angeles (Towne Topping). Agency: Milton Weinberg Adv. C. *ta*

TRIMOUNT CLOTHING Co., New York (Clipper Craft clothes). *sa*

TRUSCON LABORATORIES, Detroit (Flor-Dye). Agency: Martin, Frank Inc., Detroit. *sa*

TRUSCON STEEL Co., Youngstown, O. Agency: Lang, Fisher & Kirk, Cleveland. *sp*.

TUCKETT Ltd., Hamilton, Ont. (Buckingham, Wings cigarettes). Agency: McLaren Adv. Co., Toronto. *t ta sa n*

TUNIS JOHNSON CIGAR Co., Grand Rapids (Van Dam). Agency: Spector-Goodman Adv., Chicago. *sa*

ROSCOE TURNER AERONAUTICAL ASSN., Indianapolis. *sp*

TWENTIETH CENTURY-FOX FILM Corp., New York. Agency: Kayton-Spiero, N. Y. *n sa*

TYTEX ROSE NURSERIES, Tyler, Tex. (nursery stock). Agency: Couchman Agency, Dallas. *sa*

U

WILLIAM UNDERWOOD Co., Watertown, Mass. (deviled ham). Agency: BBDO, Boston. *rn*

UNGLES BAKING Co., Des Moines. *sp*

UNION BISCUIT Co., St. Louis (crackers). Agency: Gardner Adv. Co., St. Louis. *t*

UNION FURNITURE Co., San Francisco (chain). Agency: Allied Adv. Agencies, San Francisco. *sp*

UNION OIL Co. of Cal., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *ta, sa rn sp*

UNION PACIFIC RAILROAD, Omaha (rail transportation). Agencies: Caples Co., Chicago; L. S. Gillham Co., Salt Lake City (Utah, Idaho, Montana). *sa*

UNION PHARMACEUTICAL Co., Bloomfield, N. J. (Saraka). Agency: Sherman K. Ellis & Co., N. Y. *t n*

UNITED AIRLINES, Chicago. Agency: Agency: N. W. Ayer & Son, N. Y. *n rn*

UNITED APPLIANCE Co., Detroit (Electrolux refrigerators). Agency: Couchman Agency, Dallas. *sa*

UNITED DIATHERMY Inc., Chicago. Agency: Sidney Garfinkel Adv. Co., Los Angeles. *sa sp*

UNITED DRUG Co., Boston (Rexall and Puretest drug producers). Agency: Street & Finney, N. Y. *t*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa*

UNITED FRUIT Co., New York. Agency: BBDO, N. Y. *sa sw*

UNITED MUSHROOM Co., Chicago (Super Spawn). Agency: Frank R. Steele Associates, Chicago. *sa*

UNITED SHOE EXCHANGE, New York. *sp*

UNITED STATES OF BRAZIL, Rio de Janeiro, Brazil. Agency: Campbell-Ewald Co. of N. Y. *n*

U. S. FUEL Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sp*

U. S. PLAYING CARD Co., Cincinnati. Agency: J. Walter Thompson Co., N. Y. *ta*

U. S. RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. *sa n t*

U. S. SALES & MFG. Co., New York (Ice-Mints). Agency: Spot Broadcasting, N. Y. *sa*

U. S. SHOE Co., Cincinnati (Red Cross shoes). Agency: Stockton-West-Burkhart, Cincinnati. *t*

U. S. TOBACCO Co., New York (Dill's, Model, B & R tobacco). Agency: Arthur H. Kudner, N. Y. *n sa*

UNITED THEATRE PROMOTIONS, Philadelphia (theatre premiums). Agency: Solis S. Cantor Agency, Philadelphia. *sa*

UNITY SCHOOL OF CHRISTIANITY, Kansas City. Agency: R. H. Alber Co., Los Angeles. *sp*

UNIVERSAL CAMERA Corp., New York. Agency: Austin & Spector, New York. *sp*

UNIVERSAL MILLS, Fort Worth (Red Chain Feeds, Gold Chain flour). Agency: Albert Evans & LeMay Adv. Agency, Fort Worth. *t rn sp*

UNIVERSAL PICTURE Corp., New York. Agency: J. Walter Thompson Co., N. Y. *sw*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agency: Klinger Adv. Agency, Chicago. *sp t sa*

XUM

V

N. G. VALIQUETTE Ltd., Montreal (furniture). Agency: Canadian Adv. Agency, Montreal. *rn*

VANETTE HOSIERY MILLS, Dallas. Agency: Grant Adv. Inc., Chicago. *n*

VANTI-PA-PI-A Corp., New York (melon drink). Agency: Erwin Wasey & Co., N. Y. *sa sp*

VEE BEE SERVICE Co., Memphis (loans). Agency: Cole & Co., Memphis. *sa*

VICK CHEMICAL Co., Greensboro, N. C. (Vicks Voratone, Vaporub, Vatronal). Agency: Morse International, N. Y. *sa sp rn*

VIG BEVERAGE Co., Los Angeles. Agency: Adolph Weinstein Adv. Agency, Los Angeles. *sp*

VIRGINIA DARE Ltd., Toronto (chain specialty shops). Agency: Ellis Adv. Co., Toronto. *sp*

VISIT ST. LOUIS CAMPAIGN, St. Louis. Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *sa*

VITAX DOG FOOD Co., San Francisco (pet food). *sp*

F. G. VOGT & SONS, Philadelphia (scrapple). Agency: Clements Co., Philadelphia. *sp sa*

VOGUE FINE CUT TOBACCO of Canada. Agency: Erwin Wasey & Co., N. Y. *t*

W

WADHAMS OIL Co., Milwaukee. Agency: Scott-Telander Adv. Agency, Milwaukee. *sp*

W. T. WAGNER SONS Co., Cincinnati (Lift). *sp*

WAHL Co., Chicago (Wahl-Eversharp pens). Agency: Biow Co., N. Y. *n*

WAIT-CAHILL Co., Decatur, Ill. (Green Mt. Cough Syrup). *sa*

WAITT & BOND, Newark (Blackstone, etc. cigars). Agency: BBDO, N. Y. *rn sp sa*

WALDORF-ASTORIA HOTEL, New York. Agency: Kenyon & Eckhardt, N. Y. *sw*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *sp sa*

WALKER REMEDY Co., Waterloo, Ia., (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa ta*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert, Chicago. *n t sa*

WARD BAKING Co., New York (Ward baking products). Agency: Sherman K. Ellis, N. Y. *n sp ta*

WARNER BROS. PICTURES, New York. Agency: Blaine-Thompson Co., N. Y. *sw*

WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency: Warwick & Legler, N. Y. *n t*

WARREN-NORGE Co., New York (washing machines, radios). *ta*

WASEY PRODUCTS, New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sp ta*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (G. Washington coffee). Agency: Cecil & Presbrey, N. Y. *n t sp*

WASHINGTON STATE APPLE GROWERS, Seattle. Agency: J. Walter Thompson Co., Seattle. *sp sa*

R. L. WATKINS Co., New York (Dr. Lyons tooth powder, etc.). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

WAVERLY FABRICS, New York. Agency: Anderson, Davis & Platte, N. Y. *sa*

WEBSTER-EISENLOHR, New York (Girard cigars). Agency: N. W. Ayer & Son, Philadelphia. *sp sa*

WECO PRODUCTS Co., Cheiago, (Dr. West's tooth brushes). Agency: Austin & Spector, N. Y. *sp*

GEORGE WEIDEMANN BREWING Co., Newport, Ky. Agency: Strauchen & McKim, Cincinnati. *sa*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons, Chicago. *n sa t*

WESLEY RADIO LEAGUE, Detroit (religious). Agency: Aircasters Inc., Detroit. *t*.

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.) Agency: Fitzgerald Adv. Agency, New Orleans, Kenyon & Eckhardt, N. Y. *rn sp sa*

WEST CANADA FLOUR MILLS Co., Toronto. Agency: A. McKim Ltd., Toronto. *n*

WEST DISINFECTING Co., New York (CM). Agency: Moser & Cotins, N. Y. *t*

WESTERN AUTO SUPPLY Co., Los Angeles (chain). Agency: Dan B. Miner Co., Los Angeles. *sp*

WESTERN CANADA FLOUR Co. Toronto (Purity flour). Agency: A. McKim Ltd., Toronto. *rn t*

WESTERN GROCER Co., Marshalltown, Ia. (Jack Sprat food). Agency: Coolidge Adv. Co., Des Moines. *sp*

WESTERN PACIFIC RAILROAD Co., San Francisco. Agency: Carl C. Wakefield, San Francisco. *sp*

WESTERN TABLET & STATIONERY Co., St. Joseph, Mo. Agency: Potts-Turnbull Co., Kansas City. *ta*

WESTERN WAX Corp., San Francisco (candles). Agency: Emil Brishacher, San Francisco. *sa*

WESTINGHOUSE E & M Co., New York. Agency: Fuler & Smith & Ross, N. Y. *n rn sw*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t*

WHEELING STEEL Corp., Wheeling, W. Va. (institutional). Agency: Critchfield & Co., Chicago. *n*

WHIPPLE Co., Natick, Mass. (Mince meat). Agency: Leonard Etherington, Boston. *sa rn*

WHITE KING SOAP Co., Los Angeles. Agency: Raymond R. Morgan Co., Los Angeles. *sa t rn*

WHITE LABORATORIES, New York (proprietary). Agency: Wm. Esty & Co., N. Y. *sa n rn*

WHITING MILK Co., Charlestown, Mass. Agency: Ingalls-Miniter, N. Y. *rn*

GEORGE WIEDEMANN BREWING Co., Newport, Ky. Agency: Strauchen & McKim, Cincinnati. *ta*

JULIUS WILE SONS & Co., New York (beverages). *sa*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sp sa t*

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n sw*

J. B. WILLIAMS Co. (Canada), Montreal (shaving cream). Agency: J. Walter Thompson Co., Montreal. *t*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: Aubrey, Moore & Wallace, Chicago. *sa*

WILLYS-OVERLAND MOTORS, Toledo (autos). Agency: U. S. Adv. Corp., Toledo. *sa ta*

WILMINGTON TRANSPORTATION Co., Avalon, Santa Catalina Island, Cal. Agency: Neisser-Meyerhoff, Los Angeles. *sp*

WILSHIRE OIL Co., Los Angeles. Agency: Dan B. Miner Co., Los Angeles. *sp sa t rn*

WILSON PACKING Co., Chicago (lard, dog food). Agency: U. S. Adv. Corp., Chicago. *sa t*

WINCHARGER Corp., Sioux City, Ia. (farm generators). Agency: E. H. Brown Adv. Agency, Chicago. *ta t sa*

Wm. H. WISE & Co., New York (books). Agency: Northwest Radio Adv. Co., Seattle. *t*

JOHN H .WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell, N. Y. *n*

WOODMAN ACCIDENT Co., Lincoln, Neb. (insurance). Agency: Presba, Fellers & Presba, Chicago, *sp t*

F. W. WOOLWORTH & Co., New York (chain store). Agency: Lynn Baker Co., N. Y. *sp sa*

J. A. WRIGHT Co., Keene, N. H. (silver polish). Agency: James Thomas Chirburg Co., Boston. *sa*

Wm. WRIGLEY Jr., Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff, Chicago; Francis Hooper Adv. Agency, Chicago; Vanderbie & Rubins, Chicago; J. Walter Thompson Co., Chicago. *n sa*

Wm. WRIGLEY Co., of Canada, Toronto. Agency: Tandy Adv. Co., Toronto. *sp*

Y

YAGER LINIMENT Co., Baltimore. Agency: Harvey-Massengale Co., Atlanta. *sa*

MADAM YALE Inc., New York (Almond Blossom cosmetics). Agency: Neff-Rogow, N. Y. *sa*

YOUNG PEOPLES' CHURCH OF THE AIR, New York (religious). Agency: R. H. Aller Co., Los Angeles, *rn*

ZEBULON SUPPLY Co., Zebulon, N. C. (furniture). *sp*

Z

ZINSMASTER BAKING Co., Duluth (Hol-Rye & Zwiebach). Agency: Allied Adv. Agency, Los Angeles. *sp*

ZONITE PRODUCTS Corp., New York (Forhan's toothpaste). Agency: Erwin, Wasey & Co., N. Y. *sa*

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SAVANNAH

The population of this productive area has recently practically doubled, bringing with it a corresponding boost in buying power. National Defense projects totaling nearly 11 mllion dollars are under way. Army and Marine payrolls are soaring near the million dollars a month mark. Housing projects in Savannah alone total 7 million dollars, while the city has just spent 2 million on improvements and recently passed a muncipal bond issue for another million. These millions are NEW and ADDED millions . . . PREMIUM millions, giving advertisers a 2 to 1 buy in this area. In Savannah alone our pulp paper industry turns loose six and a half million dollars a year for labor and materials, and all other industries are working full time. Our great port, with its raw sugar importations and other exports, as well as imports of cotton, naval stores, etc., has given us the riverfront activity which is unparalleled in Savannah history.

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The Coastal Georgia-Carolina increase in capital and buying power makes WTOC a

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buy at the original nominal cost. It is truly a "MUST" buy at a "JUST" cost.

●

IMPORTANT!! Only WTOC can deliver this necessary territory in order to complete the picture which beggars description.

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Bros. Milling Co., Seattle	Friskies Dog Food	Adventures of Dr. Hunt	Sunday, 2:30-2:45 P.M. PST Sunday, 4:30-4:45 P.M. PST	7*	1/14/40-4/21/40 9/29/40—	Erwin, Wasey & Co., Seattle
American Home Products Corp., Jersey City	Anacin	Our Gal, Sunday	Mon.-Fri., 12:45-1:00 P.M.	37	9/25/39—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Kolynos	Romance of Helen Trent	Wed., Thurs., Fri., 12:30-12:45 P.M.	36	9/2/40—	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Louis Philippe	Romance of Helen Trent	Thurs., Fri., 12:30-12:45 P.M.	36	1/3/40-8/30/40	Blackett-Sample-Hummert, N. Y.
American Home Products Corp., Jersey City	Edna Wallace Hopper	Romance of Helen Trent	Mon., Tues., Wed., 12:30-12:45 P.M.; Mon., Tues., 12:30-12:45 P.M. eff. 9/2/40	36	9/25/39—	Blackett-Sample-Hummert, N. Y.
American Oil Co., Baltimore	Gas and Oil	Edwin C. Hill in the Human Side of the News	Mon.-Fri., 6:05-6:15 P.M. Rep. 11:05-11:15 P.M. DST time only	43	5/1/39—	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Half & Half Tobacco	Ben Bernie	Sunday, 5:30-6:00 P.M.; 12:00-12:30 A.M. Eff. 4/10 Wed. 8:00-8:30 P.M.; 12:00-12:30	52	1/7/40-7/3/40	Young & Rubicam, N. Y.
American Tobacco Co., New York	Lucky Strikes	Your Hit Parade	Saturday, 9:00-9:45 P.M.; 12:00-12:45 A.M.	95	11/4/39—	Lord & Thomas, N. Y.
Atlantic Refining Co., Philadelphia	Gas and Oil	Football	Saturday, 2:00-4:30 P.M. approx.	5**	9/28/40-11/30/40	N. W. Ayer & Son, Philadelphia
Axton Fisher Tobacco Co., Louisville	Twenty Grands	News—Bob Garred	Mon., Wed., Thurs., Fri., 5:45-6:00 P.M. PST Eff. 5/20 Mon., Wed., Fri., 9:45-9:55 P.M. PST	5*	9/25/39-4/26/40 5/20/40-9/27/40	McDougal & Weiss, Chicago eff. 5/20 Weiss & Geller, N. Y.
Bathasweet Corp., New York	Bathasweet Products	News—Bob Garred	Tues., Thurs., 7:30-7:45 A.M. PST	5*	10/17/39—	H. M. Kiesewetter Adv. Agcy.,N.Y.
Beneficial Management Corp., Newark	Personal Loans	Doc Barclay's Daughters	Mon.-Fri., 2:00-2:15 P.M.	28	7/24/39-1/19/40	Blackett-Sample-Hummert, N. Y.
Best Foods Inc., New York	Nucoa, Hellman's	We, the Abbots	Mon.-Fri., 4:15-4:30 P.M.; 7:15-7:30 P.M.	57	10/7/40—	Benton & Bowles, N. Y.
Bowey's Inc., Chicago	Dari-Rich Products	News & Rhythm	Sunday, 11:05-11:30 A.M.; 2:35-3:00 P.M. Eff. 6/2-9/22 11:05-11:15 A.M.; 2:35-2:45 P.M.	32	6/4/39—	Sorensen & Co., Chicago
Brown & Williamson Tobacco Corp., Louisville	Raleigh Cigarettes	Paul Sullivan Reviews the News	Sun.-Fri., 11:00-11:15 P.M.; 12:00-12:15 A.M.; 1:00-1:15 A.M.; eff. 4/29 Mon.-Fri., 6:30-6:45 P.M.; 7:15-7:30 P.M.; 1:00-1:15 A.M.; eff. 9/30 cancel 7:15-7:30 repeat	56	9/24/39—	BBDO., N. Y.
California Fruit Growers Exchange, Los Angeles	Sunkist Oranges & Lemons	Hedda Hopper's Hollywood	Mon., Wed., Fri., 6:15-6:30 P.M.	28	11/6/39—	Lord & Thomas, Los Angeles
Campana Corp., Batavia, Ill.	Italian Balm, Dreskin, DDD, Coolies	First Nighter	Friday, 9:30-10:00 P.M. Tuesday, 8:30-8:55 P.M.	50	9/1/39-5/24/40 9/3/40—	Aubrey, Moore & Wallace, Chicago
Campana Corp., Batavia, Ill.	Italian Balm, Dreskin, DDD, Coolies	Grand Hotel	Sunday, 1:30-2:00 P.M.	30	1/7/40-3/31/40	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Camden	Franco American Spaghetti & Macaroni	Lanny Ross	Mon., Wed., Fri., 11:00-11:15 A.M.; 1:45-2:00 P.M.; eff. 1/22 Mon.-Fri., 2:00-2:15 P.M.; 6:00-6:15 P.M.; Eff. 4/1 Mon., Wed., Thurs., Fri., 7:15-7:30 P.M.; 11:15 Eff. 4/30 Mon.-Fri.; eff. 8/5-9/27 cancel Mon., Tues.	55	10/9/39—	Ruthrauff & Ryan, N. Y.
Campbell Soup Co., Camd	Soups, Tomato Juice, Beans	Brenda Curtis	Mon.-Fri., 11:15-11:30 A.M.; 2:30-2:45 P.M.	56	9/11/39-1/19/40	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice, Beans	Martha Webster, (listed as Life Begins until 7/16)	Mon.-Fri., 11:15-11:30 A.M.; 2:30-2:45 P.M. Eff. 4/29 repeat 3:30-3:45 P.M. Eff. 8/12 repeat 3:15-3:30 P.M. Eff. 10/7 repeat 3:00-3:15 P.M.	56	1/22/40—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Tomato Juice	Short Short Story Eff. 12/13 Charlie & Jessie	Mon., Wed., Fri., 11:00-11:15 A.M. Eff. 4/29 repeat 1:45-2:00 P.M.	53	1/22/40—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Tomato Juice	Fletcher Wiley	Mon., Wed., Fri., 10:45-11:00 A.M. PST Tues., Thurs., 12:15-12:30 P.M. PST	8*	2/19/40-4/26/40	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Tomato Juice	Fletcher Wiley	Mon.-Fri., 2:30-2:45 P.M.	35	4/29/40—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice, Beans	Campbell Playhouse	Sunday, 8:00-9:00 P.M.; 10:00-11:00 P.M.	69	9/10/39-3/31/40	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soup	Campbell Playhouse	Friday, 9:30-10:00 P.M.	64	11/29/40—	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden	Soups, Tomato Juice, Beans	Amos 'n' Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	58	4/3/39—	Ward Wheelock Co., Philadelphia
Chamberlain Labs., Des Moines	Hand Lotion	Anson Weeks Orchestra	Sunday, 2:30-3:00 P.M.	17	11/19/39-3/17/40	L. W. Ramsey Co., Davenport, Ia.
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Wednesday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	59	11/1/39—	McCann-Erickson, N. Y.
Chocolate Products Co., Chicago	Chocolate Syrup	Stillicious Kids Quizaroo	Saturday, 10:00-10:30 A.M. PST Eff. 5/4 Sat., 9:00-9:30 A.M. PST	3*	3/16/40-5/25/40	McCord Co., Minneapolis
Chrysler Corp., Detroit	Motor Cars	Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.	78	9/14/39—	Ruthrauff & Ryan, N. Y.
Coca-Cola Co., Atlanta	Coca-Cola	Pause That Refreshes	Sunday, 4:30-5:00 P.M.	95	12/1/40—	D'Arcy Adv. Co. Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Hilltop House	Mon.-Fri., 10:30-10:45 A.M.; 4:30-4:45 P.M. Eff. 10/7 Mon.-Fri., 4:30-4:45 P.M.	75	1/1/40—	Benton & Bowles, N. Y.

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XUM

HOW WE KEEP 'EM ON → 810 KILOS

Five of the ways:

1. By dramatizing new programs and those that change times, in available station breaks each week ... by selling WCCO's schedule to them over WCCO.

2. By featuring all broadcasts in news stories and special WCCO columns in the Minneapolis Star-Journal and the St. Paul Dispatch Pioneer Press ... publicizing WCCO programs to a Twin City circulation of 490,000 every day.

3. By putting every important event in the Twin Cities and the Northwest on the air—everything from canoe derbies to winter carnivals, the year 'round.

And of course, primarily

4. By carrying a very heavy Columbia Network schedule of habit-forming entertainment including Major Bowes, Kate Smith, Elmer Davis, Bob Hawk, and the rest of their favorite stars brought to them by WCCO for CBS, "Pace Setter for the Networks."

5. And by originating such local shows as "The Saturday Morning Open House" which has pulled half a million contest entries in eighteen months. By conceiving and producing local programs that interest and sell because sixteen years of building programs for them have taught us how to do it.

These are some of the reasons why most Twin City radio listeners and most of the listeners in 124 other Northwest counties keep their radios tuned to 810 kilocycles. And that's why WCCO is your best radio buy, by a long shot, in this territory.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST

810 Kilocycles, Minneapolis-St. Paul. Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, San Francisco, Los Angeles.

Advertisers Using CBS Networks During 1940

(Continued from Page 238)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt & Marge	Mon.-Fri., 10:15-10:30 A.M.; 4:15-4:30 P.M.	75	1/1/40—	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Stepmother	Mon.-Fri., 10:45-11:00 A.M.; 4:45-5:00 P.M. Eff. 10/7 10:30-10:45 A.M.; 4:45-5:00 P.M.	37	1/1/40—	Benton & Bowles, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Colgate Ask-It-Basket	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	60	8/17/39—	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Strange as It Seems	Thursday, 8:30-8:55 P.M.; 12:00-12:25 A.M.	52	8/17/39—	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Cue Dentrifrice	Gang Busters	Saturday, 8:00-8:30 P.M.; 11:30-12 Mid Aft. 4/27 cancel repeat	62-54	10/21/39-6/15/40	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Cashmere Bouquet, Halo Shampoo	Wayne King Orchestra	Saturday, 8:30-8:55 P.M.	68	10/21/39-6/15/40 10/5/40—	Benton & Bowles, Chicago Sherman & Marquette, Chicago
Colgate-Palmolive-Peet Co., Jersey City	Octagon	Woman of Courage	Mon.-Fri., 9:00-9:15 A.M.; 10:45-11:00 A.M. Eff. 10/7 Mon.-Fri., 10:45-11:00 A.M.	39	1/1/40—	Benton & Bowles, N. Y.
Colonial Dames, Inc., Hollywood	Cosmetics	Return to Romance	Sunday, 2:45-3:00 P.M. PST	8*	12/17/39-4/7/40	Glasser Adv. Agency, Los Angeles
Colonial Dames, Inc., Hollywood	Cosmetics	The Beauty Explorer Eff. 12/20 Find The Woman	Friday, 9:55-10:00 P.M. PST Friday, 8:55-9:00 P.M. PST DST only	6*	4/19/40—	Glasser Adv. Agency, Los Angeles
Columbia Recording Corp., New York	Columbia Records	Young Man with a Band	Friday, 10:30-11:00 P.M.	31	12/29/39-2/9/40	Direct
Commercial Credit Co., Baltimore	Auto Finance Service	News—Bob Trout	Mon., Wed., Fri., 6:00-6:05 P.M.; 11:55-12:00 Mid Mon., Wed., Only; 10:30-10:35 P. M. Sat.; eff. 4/29 add repeat Mon., Wed., Fri., 11:00-11:05 P.M.	67	3/25/40—	O'Dea, Sheldon & Canaday, N. Y.
Continental Baking Co., New York	Wonder Bread	Pretty Kitty Kelly	Mon.-Fri., 10:00-10:15 A.M.; 4:00-4:15 P.M.	45	4/10/39-9/27/40	Benton & Bowles, N. Y.
Continental Baking Co., New York	Wonder Bread	Sky Blazers	Saturday, 7:30-8:00 P.M. Eff. 2/17 add repeat 11:00-11:30 P.M. Eff. 6/29 Sat., 8:00-8:30; 11:00-11:30	46	12/9/39-8/31/40	Benton & Bowles, N. Y.
Continental Baking Co., New York	Wonder Bread	Marriage Club	Saturday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	46	9/7/40—	Benton & Bowles, N. Y.
Corn Products Refining Co., New York	Linit, Argo, Karo, Kremel, Mazola	Society Girl	Mon.-Fri., 3:15-3:30 P.M. Eff. 1/20 Mon.-Fri. 3:00-3:15 P.M.	47	10/9/39-10/4/40	C. L. Miller Co., N. Y.
Cudahy Packing Co., Chicago	Old Dutch	Bachelor's Children	Mon.-Fri., 9:45-10:00 A.M.	18	9/25/39—	Roche, Williams & Cunnyngham, Chicago Eff.9/23 Blackett-Sample-Hummert, Chicago
Ethyl Gasoline Co., New York	Ethyl Gas	Tune Up Time	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	63	1/1/40-6/24/40	BBDO., N. Y.
Eversharp Inc., Chicago	Pens & Pencils	Take It or Leave It	Sunday, 10:00-10:30 P.M.; 12:30-1:00 A.M. Eff. 7/7 cancel repeat	26-3-54	4/21/40—	Biow Co., N. Y.
Fels & Co., Philadelphia	Naptha Soap	Hobby Lobby	Sunday, 5:00-5:30 P.M.; 11:00-11:30 P.M.	56	10/8/39-3/31/40	Young & Rubicam, N. Y.
Florida Citrus Commission, Lakeland, Fla.	Citrus Fruits	Mary Margaret McBride	Mon.-Fri., 3:00-3:15 P.M.	39-MWF 21-TuTh	10/7/40—	Arthur Kudner, N. Y.
Ford Motor Co., Dearborn	Motor Cars	Sunday Evening Hour 5/19-9/22 Summer Hour	Sunday, 9:00-10:00 P.M.	78	9/24/39—	N. W. Ayer & Son, Philadelphia Eff.12/8 McCann Erickson Inc.
General Foods Corp., New York	Grapenuts	Kate Smith Hour	Friday, 8:00-8:55 P.M.; 12:00-12:55 A.M.	76	10/6/39-6/28/40 9/20/40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.,.	64	7/1/40-9/27/40	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	We, the People	Tuesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	75	9/5/39-6/25/40 9/3/40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Grapenuts Flakes	We, the People	Tuesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	76	7/2/40-8/27/40	Young & Rubicam, N. Y.
General Foods Corp., New York	Post Bran Flakes	Young Dr. Malone	Mon.-Fri., 2:00-2:15 P.M.; 6:00-6:15 P.M.	66	4/29/40—	Benton & Bowles, N. Y.
General Foods Corp., New York	Diamond Salt	Kate Smith Speaks	Tues., Thurs., 12:00-12:15 P.M.	18	10/9/39-6/28/40 10/1/40—	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Kate Hopkins	Mon.-Fri., 4:45-5:00 P.M.; 3:30-3:45 P.M.	43	10/7/40—	Benton & Bowles, N. Y.
General Foods Corp., New York	Minute Tapioca	Joyce Jordan	Tues., Thurs., 3:00-3:15 P.M.; eff. 1/29 Tues., Thurs., 2:15-2:30 P.M.; 6:30-6:45 P.M. Eff. 9/2 Wed., Thurs., 2:15-2:30; 6:30-6:45	49	10/9/39—	Young & Rubicam, N. Y.
General Foods Corp., New York	LaFrance, Satina	Joyce Jordan	Mon., Wed., Fri., 3:00-3:15 P.M.; eff. 1/29 2:15-2:30 6:30-6:45 P.M.; eff. 9/2 Mon., Tues., Fri.	49	10/9/39—	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown, Calumet	My Son & I	Mon.-Fri., 2:45-3:00 P.M.	65-75	10/9/39—	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown, Calumet	Kate Smith Speaks	Mon.-Fri., 12:00-12:15 P.M.	64-75	10/9/39-6/28/40 9/30/40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Post Toasties	Elmer Davis—News	Mon., Wed., Thurs., 8:55-9:00 P.M.	82	7/1/40-9/26/40	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Portia Faces Life	Mon.-Fri., 4:00-4:15 P.M.	81	10/7/40—	Benton & Bowles, N. Y.
General Foods Corp., New York	Postum	Second Wife	Mon.-Fri., 4:00-4:15 P.M. PST	6*	11/11/40—	Young & Rubicam, N. Y.

Advertisers Using CBS Networks During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Foods Corp., New York	Postum	Lum & Abner	Mon., Wed., Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	54	8/28/39-3/29/40	Young & Rubicam, N. Y.
General Mills, Minneapolis	Gold Medal	Caroline's Golden Store	Mon.-Fri., 5:15-5:30 P.M.	10	10/9/39-7/19/40	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Gold Medal	Beyond These Valleys	Mon.-Fri., 5:15-5:30 P.M.	11	7/22/40-3/27/40	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties (Sperry Flour)	Beyond These Valleys	Mon.-Fri., 1:15-1:30 P.M. PST	7*	7/22/40-9/27/40	Westco Adv. Agency, San Francisco
General Mills, Minneapolis	Wheaties	By Kathleen Norris	Mon.-Fri., 5:00-5:15 P.M.; eff. 9/30 Mon.-Fri., 10:00-10:15 A.M.; 5:15-5:30 P.M.	23-39	10/9/39—	Knox Reeves Adv., Minneapolis
General Mills, Minneapolis	Wheaties (Sperry Flour)	My Children	Mon.-Fri., 8:45-9:00 A.M. PST; eff. 4/8 Mon.-Fri., 5:15-5:30 P.M. CNYT	7*	10/9/39-7/19/40	Westco Adv. Agency, San Francisco
General Mills, Minneapolis	Corn Kix	Billy & Betty	Mon.-Fri., 5:15-5:30 P.M.; 6:00-6:15 P.M.	14	10/23/39-4/19/40	Blackett-Sample-Hummert, Chicago
General Petroleum Corp. of Calif.	Gas and Oil	Football Forecast by Sam Hayes	Wednesday, 6:45-7:00 P.M. PST Eff. 10/2 Wed., 6:15-6:30 P.M. PST	9*	9/18/40-12/11/40	Smith & Drum, Los Angeles
D. Ghiradelli Co., San Francisco	Chocolate & NuMalt	Frank Graham—One Man Theatre	Thursday, 8:15-8:30 P.M. PST	6*	2/22/40-3/28/40	Erwin, Wasey & Co., San Francisco
Gillette Safety Razor Co., Boston	Razors, Blades	Orange Bowl Football Game	Monday, 2:00-4:30 P.M. approx.	75	1/1/40 only	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razors, Blades	Kentucky Derby	Saturday 6:30-7:00 P.M.	84	5/4/40 only	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razors, Blades, Cream	Elmer Davis—News	Fri., Sun., 8:55-9:00 P.M. Eff. 7/2 Tues., Fri., 8:55-9:00 P.M. Eff. 11/7 repeat Tues., Thurs., 10:45-10:50	80-50	5/10/40—	Maxon Inc., N. Y.
Great Atlantic & Pacific Tea Co., New York	Food Products	Musico	Wednesday, 10:15-10:45 P.M. Eff. 7/3 Wed. 9:30-10:00 P.M.	3	5/1/40-8/21/40	Paris & Peart, N. Y.
Gulf Refining Co., Pittsburgh	Gas and Oil	Screen Guild Theatre	Sunday, 7:30-8:00 P.M.	69	9/24/39-4/21/40 9/29/40—	Young & Rubicam, N. Y.
Gulf Refining Co., Pittsburgh	Gas and Oil	Adventures of Ellery Queen	Sunday, 7:30-8:00 P.M.	69	4/28/40-9/22/40	Young & Rubicam, N. Y.
Hawaiian Pineapple Co., Ltd., San Francisco	Dole Pineapple & Juice	Al Pearce & His Gang	Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	60	10/11/39-4/3/40	N. W. Ayer & Son, Philadelphia
Holland Furnace Co., Holland, Mich.	Heating Equipment	Holland Tulip Festival	Saturday, 2:00-2:30 P.M.; 9:00-9:30 P.M.	70	5/18/40 only	Ruthrauff & Ryan, Chicago
H. P. Hood & Sons, Boston	Milk & Ice Cream	Yankee Swapper	Mon., Fri., 8:00-8:15 P.M.	4**	8/2/40-8/26/40	Harold Cabot & Co., Boston
George A. Hormel & Co., Austin, Minn.	Spam	It Happened in Hollywood	Mon.-Fri., 5:30-5:45 P.M. Eff. 4/29 Mon.-Fri., 3:15-3:30 P.M.	37	4/3/39-6/28/40	BBDO., Minneapolis
International Silver Co., Meriden, Conn.	Sterling & 1847 Rogers	Silver Theatre	Sunday, 6:00-6:30 P.M.	55	10/6/40— 10/8/39-5/5/40	Young & Rubicam, N. Y.
International Silver Co., Meriden, Conn.	Sterling & 1847 Rogers	Fun in Print	Sunday, 6:00-6:30 P.M.	26	5/12/40-9/29/40	Young & Rubicam, N. Y.
Knox Gelatine Co., Johnstown, N. Y.	Sparkling Gelatine	Bob Garred—News	Mon., Wed., Fri., 7:30-7:45 A.M. PST	5*	4/15/40-7/12/40	Kenyon & Eckhardt, N. Y.
Lady Esther Co., Chicago	Cosmetics	Guy Lombardo Orchestra	Monday, 10:00-10:30 P.M.	62	2/20/39—	Pedlar & Ryan, N. Y.
The Lambert Co., New York	Listerine Products, Prophylactic Brushes	Grand Central Station	Friday, 10:00-10:30 P.M. Eff. 5/31 Fri., 9:30-10:00 P.M.	55	4/28/39-10/18/40	Lambert & Feasley, N. Y.
Langendorf United Bakeries, San Francisco	All Products	News with Hughes	Mon.-Fri., 1:30-1:45 P.M. PST	4*	7/22/40-9/27/40	Leon Livingston Adv. Agcy., San Francisco
Lehn & Fink Products Co., New York	Hinds Honey & Almond	Burns & Allen	Wednesday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	51	10/4/39-6/26/40	William Esty & Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lux Toilet Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	65	9/11/39-7/8/40 9/9/40—	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Big Town	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid Eff. 10/9 Wed., 8:00-8:30; 9:30-10:00 P.M.	69	9/19/39-6/11/40 10/9/40—	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Uncle Jim's Question Bee	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid Eff. 7/10 Wed., 8:00-8:30; 12:30-1:00 A.M.	69	6/18/40-10/2/40	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Lifebuoy	Meet Mr. Meek	Wednesday, 7:30-8:00 P.M.; 12:00-12:30 A.M. Rep. 10/2 repeat 10:30-11:00 P.M.	61	7/10/40—	William Esty & Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Spry	Aunt Jenny	Mon.-Fri., 11:45-12 Noon; 2:15-2:30 P.M.	60	7/3/39—	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Big Sister	Mon.-Fri., 11:30-11:45 A.M.; 2:00-2:15 P.M.	71	7/3/39—	Ruthrauff & Ryan, N. Y.
Libbey-Owens-Ford Glass Co., Toledo	Building Glass	Design for Happiness	Sunday, 5:00-5:30 P.M.	69	9/29/40—	U. S. Adv. Corp., Toledo
Liggett & Myers Tobacco Co., New York	Velvet Pipe & Cigarette Tobacco	Professor Quiz	Tuesday, 9:30-10:00 P.M.	69	10/1/40—	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields	Glenn Miller Orchestra	Tues., Wed., Thurs., 10:00-10:15 P.M.	90	1/2/40—	Newell-Emmett Co., N. Y.
Thomas J. Lipton Inc, Hoboken	Tea & Tea Bags	Helen Hayes Theatre	Sunday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	63	9/29/40—	Young & Rubicam, N. Y.
P. Lorillard Co., New York	Old Golds	Texas Rangers	Wed., Fri., 6:00-6:15 P.M. PST	8*	10/9/40—	Lennen & Mitchell, N. Y.

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Advertisers Using CBS Networks During 1940

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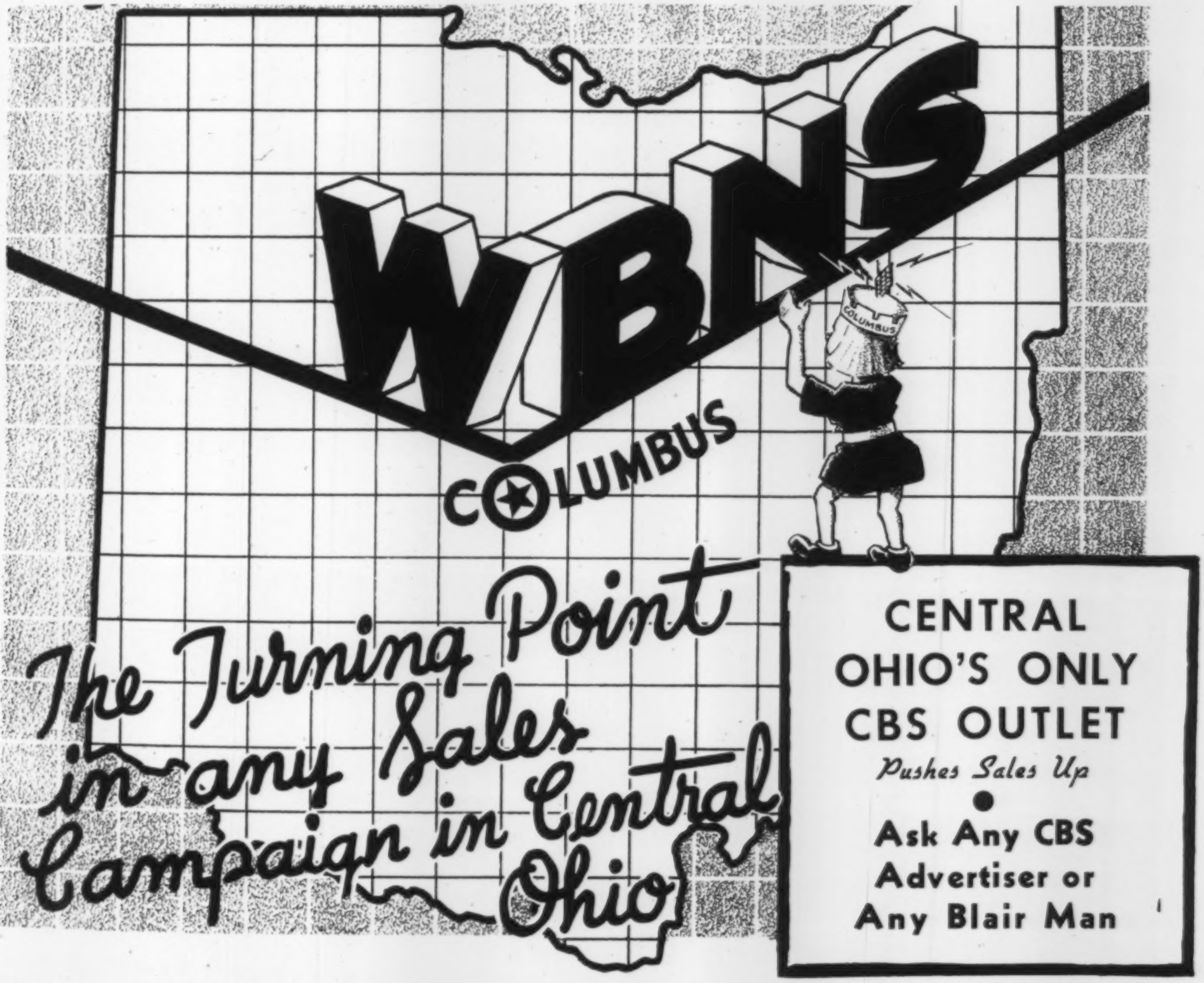
Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Los Angeles Soap Co., Los Angeles	White King Soap	Dealer in Dreams Eff. 7/1 Knox Manning	Mon.-Fri., 5:15-5:30 P.M. PST Eff. 4/29 Mon.-Fri., 11:45-12:00 Noon PST Eff. 9/30 Mon.-Fri., 12:45-1:00 P.M. PST	6*	1/1/40—	Raymond R. Morgan Co., Los Angeles
Los Angeles Soap Co., Los Angeles	Sierra Pine Soap	Spelling Beeliner	Sunday, 2:00-2:30 P.M. PST Eff. 4/28 Sun., 1:00-1:30 P.M. PST	6*	1/7/40-6/30/40	Raymond R. Morgan Co., Los Angeles
Luden's Inc., Reading, Pa.	Menthol Cough Drops	Elmer Davis—News	Tues., Fri., 5:55-6:00 P.M. PST	7*	10/15/40—	J. M. Mathes Inc., N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	Bob Garred—News	Mon., Wed., Fri., 7:30-7:45 A.M. PST	5*	10/16/39-4/12/40 7/15/40—	H. M. Kiesewetter Adv. N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	Col. Stoopnagle	Sunday, 5:30-6:00 P.M.	45	9/29/40—	H. M. Kiesewetter Adv., N. Y.
Philip Morris & Co., New York	Cigarettes	Johnny Presents	Friday, 9:00-9:30 P.M.; 11:30-12:00 Mid	77	2/11/39—	Biow Co., N. Y.
Philip Morris & Co., New York	Cigarettes	Philip Morris Musical Game Eff. 8/4 Crime Doctor	Sunday, 8:30-8:55 P.M.; 11:00-11:25 P.M.	61	5/5/40—	The Biow Co., N. Y.
National Lead Co., San Francisco	Paints	Answer Auction	Thursday, 7:15-7:45 P.M. PST Eff. 4/9 Tues., 9:30-10:00 P.M. PST Eff. 5/2 Thurs., 8:30-9:00 P.M. PST	10*	2/15/40-9/26/40	Erwin, Wasey & Co., San Francisco
Nehi Corp., Columbus, Ga.	Royal Crown Cola	Believe It or Not Ripley	Friday, 10:30-11:00 P.M. Friday, 10:00-10:30 P.M. eff. 9/13	85	2/16/40-5/31/40 9/13/40-12/6/40	BBDO., N. Y.
Noxzema Chemical Co., Baltimore	Skin & Shaving Cream	News With Bob Trout	Mon., Wed., Fri., 3:30-3:35 P.M.	36	10/10/39-1/5/40	Ruthrauff & Ryan, N. Y.
Paramount Pictures, New York	"The World in Flame"	Elmer Davis, Maj. Gen. Elliott	Saturday, 7:45-8:00 P.M.; 11:30-11:45 P.M.	113	10/26/40 only	Buchanan & Co., N. Y.
Penn Tobacco Co., Wilkes Barre	Kentucky Club Tob.	Vox Pop	Thursday, 7:30-8:00 P.M.	49	10/5/39—	Ruthrauff & Ryan, N. Y.
Pepsi Cola Co., Long Island City	Pepsi Cola	Tom Shirley—News	Tues., Thurs., Sat., 6:00-6:05 P.M. Repeat 11:00-11:05 P.M.; 10:55-11:00 P.M.	104	4/29/40-7/27/40	Newell-Emmett Co., N. Y.
Pet Milk Sales Corp., St. Louis	Evaporated Milk	Mary Lee Taylor	Tues., Thurs., 11:00-11:15 A.M.; 1:45-2:00 P.M.	62	10/31/39—	Gardner Adv. Co., St. Louis
Pet Milk Sales Corp., St. Louis	Evaporated Milk	Saturday Night Serenade	Saturday, 9:45-10:15 P.M.	52	9/30/39—	Gardner Adv. Co., St. Louis
Peter Paul Inc., Oakland	Candy Bars	Bob Garred—News	Mon., Wed., Fri., 4:45-4:55 P.M. PST Eff. 9/30 Mon., Wed., Fri., 5:45-5:55 P.M. PST	5*	7/15/40—	Brisacher, Davis & Staff, San Francisco
Planters Nut & Chocolate Co., San Francisco	Peanuts & Peanut Oil	What's on Your Mind	Thursday, 7:20-7:45 P.M. PST Eff. 12/5 Thurs., 7:15-7:45 P.M. PST	9*	10/3/40—	Raymond R. Morgan Co., Hollywood
Procter & Gamble Co., Cincinnati	Drene	Jimmie Fidler	Tuesday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	54	9/12/39-1/23/40	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel & Drene	Professor Quiz	Friday, 7:30-8:00 P.M.; 9:00-9:30 P.M. Eff. 4/30 Tues., 9:30-10:00; 12:30-1:00	47	9/8/39-9/10/40	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel	Those We Love	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	70	9/16/40—	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Crisco	This Day Is Ours Right to Happiness eff. 1/22	Mon.-Fri., 1:30-1:45 P.M.	37	1/1/40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Life Can Be Beautiful	Mon.-Fri., 1:15-1:30 P.M. Eff. 9/30 Mon.-Fri., 1:00-1:15 P.M.	31	1/1/40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Truth or Consequences	Saturday, 9:45-10:15 P.M.	4	3/23/40-7/27/40	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	The O'Neills	Mon.-Fri., 5:15-5:30 P M.	17	10/21/40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Road of Life	Mon.-Fri., 1:45-2:00 P.M.	24	10/21/40-11/8/40	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 1:45-2:00 P.M.	26	1/1/40-10/19/40 11/11/40—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Manhattan Mother	Mon.-Fri., 4:30-4:45 P.M.	9	1/1/40-4/5/40	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	The Goldbergs	Mon.-Fri., 1:00-1:15 P.M. Eff. 9/30 Mon.-Fri., 5:00-5:15 P.M.; 11:30-11:45 A.M.	23	1/1/40—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Road of Life	Mon.-Fri., 1:45-2:00 P.M.	11	1/1/40-3/29/40	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Camay	Woman in White	Mon.-Fri., 1:15-1:30 P.M.	31	9/30/40—	Pedlar & Ryan, N. Y.
Prudential Insurance Co. of America, Newark	Insurance Services	When a Girl Marries	Mon.-Fri., 12:15-12:30 P.M.	50	12/18/39—	Benton & Bowles, N. Y.
Pure Oil Co., Chicago	Petroleum Products	Kaltenborn Edits the News	Mon., Wed., Fri., 6:30-6:45 P.M.	32	9/25/39-4/26/40	Leo Burnett Co., Chicago
Purity Bakeries Service Corp., Chicago	Taystee Bread	Smilin' Ed McConnell	Mon.-Fri., 4:45-5:00 P.M.	16	10/16/39-4/12/40	Campbell-Mithun, Minneapolis
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camels, Prince Albert	Blondie	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	93–56	10/2/39—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camels, Prince Albert	Al Pearce	Friday, 7:30-8:00 P.M.; 9:00-9:30 P.M. Eff. 6/7 Rep 10:30-11:00 P.M.	94–77	5/3/40—	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camels	Announcement	Mon.-Fri., 6:45-7:00 P.M.	10	1/1/40-3/29/40	William Esty & Co., N. Y.
Rio Grande Oil Co., Los Angeles	Gas and Oil	Calling All Cars	Saturday, 6:00-6:30 P.M. PST	4*	9/26/39-2/10/40	Hixson & O'Donnell, Los Angeles
Sealtest Inc., New York	Milk, Ice Cream	Your Family & Mine	Mon.-Fri., 2:30-2:45 P.M.	35	5/1/39-4/26/40	McKee & Albright, Philadelphia
Sinclair Refining Co., New York	Gas and Oil	World To-day	Mon., Wed., Fri., 6:45-7:00 P.M.	70	4/3/40-7/1/40	Federal Adv. Agency, N. Y.
Smith Bros., Poughkeepsie	Cough Drops	News	Sunday, 8:25-8:30 P.M. PST Mon., Tues., 9:30-9:35 P.M. PST Thursday, 9:25-9:30 P.M. PST	7*	11/17/40—	J. D. Tarcher & Co., N. Y.

Advertisers Using CBS Networks During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Stephano Bros., Philadelphia	Marvel Cigarettes	Sports Pop-Offs	Tues., Thurs., Sat., 7:45-8:00 P.M. PST Eff. 4/30 Tues., Thurs., Sat., 6:45-6:55 P.M. PST	6*	9/26/39-9/21/40	Aitkin-Kynett Co., Philadelphia
Sterling Products, Wheeling	Bayer Aspirin	Helen Menken in Second Husband	Tuesday, 7:30-8:00 P.M.	53-70	8/1/39—	Blackett-Sample-Hummert, N. Y.
Sterling Products, Wheeling	Ironized Yeast	Court of Missing Heirs	Tuesday, 8:30-8:55 P.M.; Eff 7/9 Tues., 8:00-8:30 P.M.; Eff. 10/1 repeat 11:30-12:00 Mid	63-70	12/19/39—	Ruthrauff & Ryan, N. Y.
Texas Co., New York	Gas and Oil	Texaco Star Theatre	Wednesday, 9:00-10:00 P.M. Eff. 7/3 Wed., 9:00-9:30 P.M.	82	8/30/39-9/25/40	Buchanan & Co., N. Y.
Texas Co., New York	Gas and Oil	Fred Allen	Wednesday, 9:00-10:00 P.M.; 12:00-1:00 A.M.	87	10/2/40—	Buchanan & Co., N. Y.
Tidewater Associated Oil Co.	Gas and Oil	Football Play-by-Play	Saturday, 2:15-5:00 P.M. PST Approx.	7*	9/28/40-11/30/40	Lord & Thomas, San Francisco
Union Oil Co., Los Angeles	Gas and Oil	Union Oil Program	Thursday, 9:30-10:00 P.M. PST	9*	10/5/39-4/25/40	Lord & Thomas, Los Angeles
U. S. Tobacco Co., New York	Dills Best & Model Tobacco	Pipe Smoking Time	Monday, 8:30-8:55 P.M.; 11:30-11:55 P.M.	54	5/29/39—	Arthur Kudner Inc., N. Y.
F. B. Washburn Candy Corp.	Waleco Candy Bars	Crackpot College	Saturday, 5:30-6:00 P.M. Eff. 10/19 Sat., 7:30-8:00 P.M.	5**	9/7/40-11/23/40	Bennett, Walther & Menadier, Boston
Wilmington Transportation Co., Catalina Island	Summer Resort	Catalina Fun Quiz	Mon.-Fri., 1:30-1:45 P.M. PST Eff. 7/22 Mon.-Fri., 11:15-11:30 A.M. PST Eff. 8/12 Mon.-Fri., 11:30-11:45 A.M. PST	5*	5/6/40-8/30/40	Neisser-Meyerhoff, Los Angeles
Wm. Wrigley Jr., Co., Chicago	Chewing Gum	Melody Ranch	Sunday, 6:30-7:00 P.M.	62	1/7/40—	J. Walter Thompson Co., Chicago
Wm. Wrigley Jr., Co., Chicago	Chewing Gum	Scattergood Baines	Mon.-Fri., 5:45-6:00 P.M.	72	11/6/39—	Neisser-Meyerhoff, Chicago

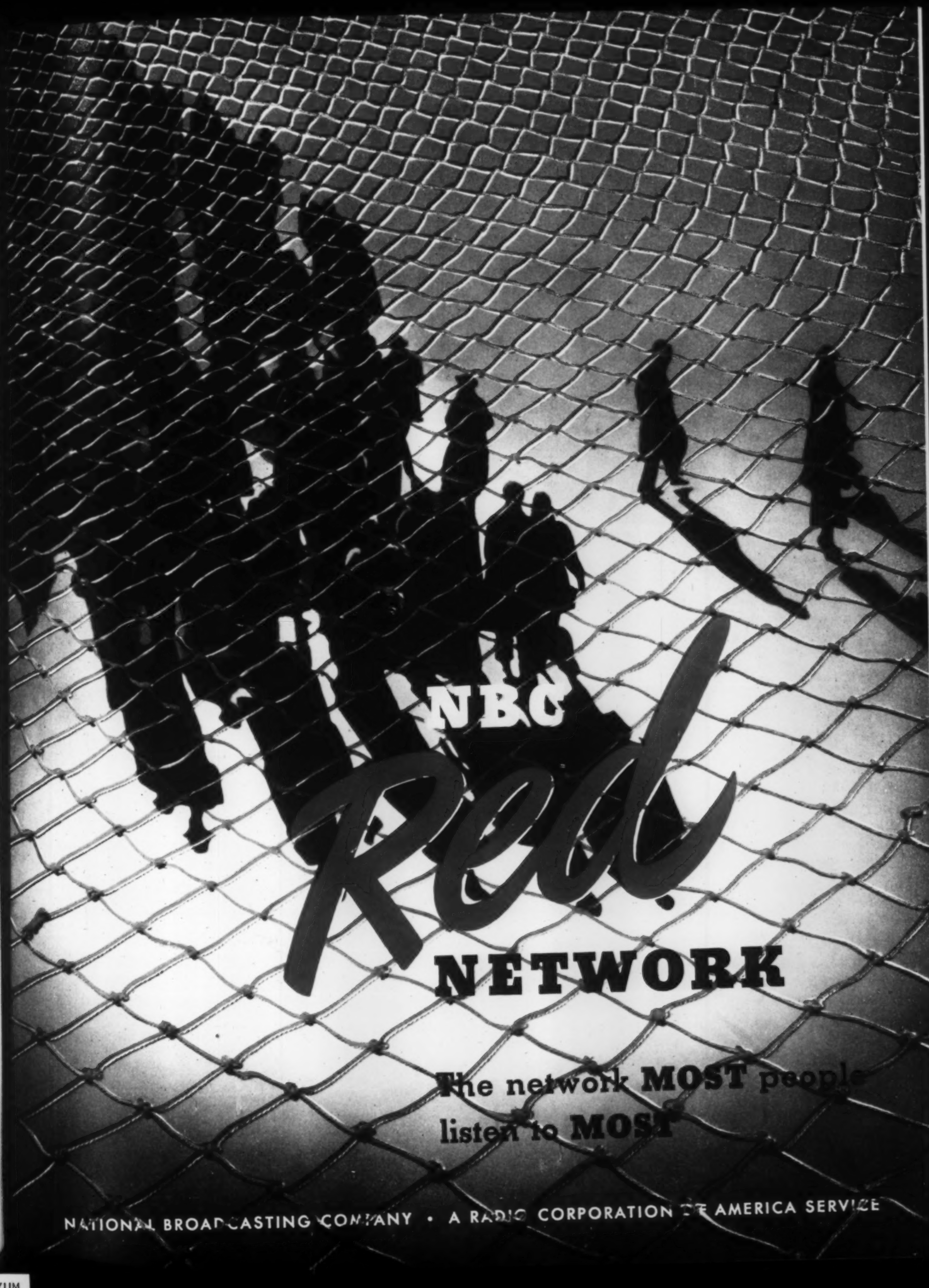

WBNS
COLUMBUS
COLUMBUS
The Turning Point in any Sales Campaign in Central Ohio

CENTRAL OHIO'S ONLY CBS OUTLET
Pushes Sales Up
●
Ask Any CBS Advertiser or Any Blair Man

Advertisers Using NBC-Red Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Paint	Smilin' Ed McConnell	Saturday, 11:45-12:00 Noon	30	Sept. '40-Nov. '40	Henri, Hurst & McDonald, Chicago
Acme White Lead & Color Works, Detroit	Paint	Smilin' Ed McConnell	Saturday, 11:15-11:30 A.M.	38	Sept. '39-May '40	Henri, Hurst & McDonald, Chicago
Albers Bros. Milling Co., Seattle	Cereals	Mine to Cherish	Mon., Wed., Fri., 9:30-9:45 A. M. PST	8	Jan.'40-Nov. '40	Erwin Wasey & Co., Seattle
Albers Bros. Milling Co., Seattle	Cereals	Voice of Experience	Mon., Wed., Fri., 9:30-9:45 A.M. PST	8	Nov. '40—	Erwin Wasey & Co., Seattle
American Oil Co., Baltimore	Gas & Oil	The Preakness	Saturday, 5:45-6:15 P.M.	36	May 11, 1940	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike	Kay Kyser's College	Wednesday, 10:00-11:00 P.M.	112	Nov. '38—	Lord & Thomas, N. Y.
American Tobacco Co., New York	Lucky Strike	Information Please	Friday, 8:30-9:00 P.M.	92	Nov. '40—	Lord & Thomas, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon., Tues., Wed., 10:30-10:45 A.M.	42	Sept. '36-Mar. '40	Blackett-Sample-Hummert, N. Y
B. T. Babbitt, Inc., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:45-12:00 Noon	43	Sept. '40—	Maxon, Inc., N. Y.
B. T. Babbitt, Inc., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:00-11:15 A.M.	32	June '36-Sept. '40	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.	63	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Aspirin	Young Widder Brown	Mon.-Fri., 4:45-5:00 P.M.	50	Jan. '40—	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Aspirin	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	35	Nov. '39-Jan. '40	Blackett-Sample-Hummert, N. Y.
Bell Telephone System, New York	Telephone Service	Telephone Hour	Monday, 8:00-8:30 P.M.	90	Apr. '40—	N. W. Ayer & Son, Philadelphia
Bisodol Company, Jersey City	Bisodol	John's Other Wife	Thurs. & Fri., 10:15-10:30 A.M.	53	Sept. '39-Mar. '40	Blackett-Sample-Hummert, N. Y.
A. S. Boyle Co., Jersey City	Old English	John's Other Wife	Mon., Tues., Wed., 10:15-10:30 A.M.	53	Jan. '40-Mar. '40	Blackett-Sample-Hummert, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Time to Smile	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	67	Oct. '40—	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Fred Allen	Wednesday, 9:00-10:00 P.M.; 12:00-1:00 A.M.	54	Sept. '39-June '40	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Abbott & Costello	Wednesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	54	June '40-Sept. '40	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Vitalis	Mr. District Attorney	Wednesday, 9:30-10:00 P.M.; 12:30-1:00 A.M.	67	June '40—	Pedlar & Ryan, Inc., N. Y.
Bristol-Myers Co., New York	Vitalis	George Jessel	Friday, 9:30-10:00 P.M.	51	Oct. '39-Mar. '40	Pedlar & Ryan, Inc., N. Y.
Bristol-Myers Co., New York	Vitalis	Mr. District Attorney	Thursday, 8:00-8:30 P.M.	51	Apr. '40-June '40	Pedlar & Ryan, N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon	Show Boat	Monday, 9:30-10:00 P.M.	70	Aug. '40—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Big Ben Tobacco	Renfro Valley Folks	Monday, 9:30-10:00 P.M.	14	Aug. '40—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Tobacco	Uncle Walter's Dog House	Tuesday, 10:30-11:00 P.M.	83	May '39—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler Tobacco	Plantation Party	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	82	May '40—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Wings	Wings of Destiny	Friday, 10:00-10:30 P.M.	75	Oct. '40—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Tobacco	Home Town	Sunday, 10:30-11:00 P.M.	17	Nov. '39-Apr. '40	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Avalon	Avalon Time	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	71	Sept. '39-May '40	Russell M. Seeds, Chicago
Cal-Aspirin Corp., Jersey City	Cal-Aspirin	Young Widder Brown	Mon. & Tues., 4:45-5:00 P.M.	33	Nov. '39-Jan. '40	Blackett-Sample-Hummert, N. Y.
Cardinet Candy Co., Oakland	Candy	Night Editor	Sunday, 8:00-8-15 P.M. PST	6	Jan. '39—	Tomaschke-Elliott, Oakland
Carnation Co., Milwaukee	Milk	Contented Program	Monday, 10:00-10:30 P.M.	56	May '31—	Erwin-Wasey & Co., Chicago
Chamberlain Sales Corp., Des Moines	Hand Lotion	Lovely Lady Program	Sunday, 10:30-11:00 P.M.; 12:00-12:30 A.M.	37	Nov. '40—	L. W. Ramsey Co., Davenport, Ia.
Chamberlain Sales Corp., Des Moines	Hand Lotion	Lovely Lady Program	Sunday, 7:00-7:30 P.M.	9	Jan. '40-Apr. '40	L. W. Ramsey Co., Davenport, Ia.
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8:00-8:30 P.M.	56	Oct. '40—	Lord & Thomas, N. Y.
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8:00-9:00 P.M.	53	Feb. '27-Sept. '40	Lord & Thomas, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Ellen Randolph	Mon.-Fri., 10:30-10:45 A.M.	48	Mar. '40—	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Ellen Randolph	Mon.-Fri., 1:14-1:30 P.M.	49	Oct. '39-Mar. '40	Benton & Bowles, N. Y.
Cummer Products Co., New York	Molle Shaving Cream	Battle of the Sexes	Tuesday, 9:00-9:30 P.M. 12:30-1:00 A.M.	58	Sept. '38—	Young & Rubicam, N. Y.
Cummer Products Co., New York	Energine	Paul Wing's Spelling Bee	Sunday, 5:30-6:00 P.M.	24	Sept. '38-Jan. '40	Stack-Goble, Chicago
E. I. Du Pont de Nemours, Wilmington, Del.	Institutional	Cavalcade of America	Wednesday, 7:00-8:00 P.M.; 9:30-10:00 P.M.	55	Oct. '40—	BBDO., Inc., N. Y.
H. Fendrich, Inc., Evansville, Ind.	Cigars	Smoke Dreams	Sunday, 2:00-2:30 P.M.	10	Sept. '40-Dec. '40	Ruthrauff & Ryan, Chicago
H. Fendrich, Inc., Evansville, Ind.	Cigars	Smoke Dreams	Sunday, 2:00-2:30 P.M.	13	Sept. '39-Apr. '40	Ruthrauff & Ryan, Chicago
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.	54	Dec. '28—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Hair Tonic & Shampoo	Fitch Band Wagon	Sunday, 7:30-8:00 P.M.	109	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.
Food & Beverage Broadcasters Assn., San Francisco	Glass Containers	I Want a Divorce	Sunday, 3:00-3:30 P.M.; 4:00-4:30 P.M.	39	Oct. '39-May '40	Emil Brisacher & Staff, San Francisco

[Continued on Page 246]


NBC
Red
NETWORK
The network MOST people listen to MOST
NATIONAL BROADCASTING COMPANY • A RADIO CORPORATION OF AMERICA SERVICE

Advertisers Using NBC-Red Network During 1940

(Continued from Page 244)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Gallenkamp Stores Co., San Francisco	Shoes	Professor Puzzlewit	Sunday, 4:00-4:30 P.M. PST	5	Mar. '36—	Long Adv. Service, San Francisco
General Electric Co., Cleveland	Lamps	Hour of Charm	Sunday, 10:00-10:30 P.M.	67	Sept. '39—	BBDO, N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	104	Oct. '40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid	99	Sept. '39-June '40	Young & Rubicam, N. Y.
General Foods Corp., New York	Jell-O	Aldrich Family	Thursday, 8:30-9:00 P.M.	82	July '40—	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1940	Thursday, 9:00-10:00 P.M.	85	Sept. '39-Sept. '40	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Maxwell House Coffee Time	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	95	Sept. '40—	Benton & Bowles, N. Y.
General Mills, Minneapolis	Corn Kix	Beat the Band	Sunday, 6:30-7:00 P.M.	28	Jan. '40—	Blackett-Sample-Hummert, Chicag
General Mills, Minneapolis	Corn Kix	Grouch Club	Sunday, 6:30-7:00 P.M.	29	Apr. '39-Jan. '40	Blackett-Sample-Hummert, Chicag
General Mills, Minneapolis	Flour, Kix, Bisquick	Gold Medal Hour	Mon.-Fri., 2:00-3:00 P.M.	30	May '38—	Blackett-Sample-Hummert, Chicag Knox Reeves, Minneapolis
General Mills, Minneapolis	Wheaties	By Kathleen Norris	Mon.-Fri., 10:15-10:30 A.M.; 1:30-1:45 P.M.	36	Sept. '40-Nov. '40	Knox Reeves, Minneapolis
General Mills, Minneapolis	Wheaties	By Kathleen Norris	Mon.-Fri., 1:30-1:45 P.M.	10	June '40-Sept. '40	Knox Reeves, Minneapolis
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	18	Sept. '39—	Knox Reeves, Minneapolis
Hall Brothers Inc., Kansas City	Greeting Cards	Tony Wons	Tues. & Thurs., 1:15-1:30 P.M. Sunday, 4:15-4:30 P.M.	16	Oct. '40—	Henri, Hurst & McDonald, Chica
Hecker Products Corp., New York	Shinola	Lincoln Highway	Saturday, 10:00-10:30 A.M.; 12:00-12:30 P.M.	62	Mar. '40—	Benton & Bowles, N. Y.
Hecker Products Corp., New York	Flour	Woman's Magazine of the Air	Tues. & Thurs., 3:45-4:00 P.M. PST	9	Oct. '39-Apr. '40	Erwin Wasey & Co., N. Y.
Geo. A. Hormel Co., Austin, Minn.	Spam	Burns & Allen	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	68	July '40—	BBDO Inc., Minneapolis
Illinois Central Railroad, Chicago	Transportation	Cameos of New Orleans	Sunday, 3:30-3:45 P.M.	10	Nov. '40—	Caples Co., Chicago
Andrew Jergens Co., Cincinnati	Soaps & Cosmetics	Hollywood Playhouse	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	64	Oct. '39—	Lennen & Mitchell, N. Y.
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	86	Sept. '40—	Needham, Louis & Brorby, Chicag
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	77	Sept. '39-June '40	Needham, Louis & Brorby, Chicag
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Meredith Willson	Tuesday, 9:30-10:00 P.M.	77	June '40-Sept. '40	Needham, Louis & Brorby, Chicag
Kolynos Co., Jersey City	Kolynos	Just Plain Bill	Thurs. & Fri., 10:30-10:45 A.M.	41	Sept. '40-Mar. '40	Blackett-Sample-Hummert, N. Y.
Kraft Cheese Co., Chicago	Cheese & Salad Dressing	Kraft Music Hall	Thursday, 10:00-11:00 P.M.	75	June '33-June '40	J. Walter Thompson Co., Chicago
Kraft Cheese Co., Chicago	Cheese & Salad Dressing	Kraft Music Hall	Thursday, 9:00-10:00 P.M.	78	July '40—	J. Walter Thompson Co., Chicago
Lady Esther Ltd., Chicago	Cosmetics	Guy Lombardo	Friday, 10:00-10:30 P.M.	50	Sept. '38-Jan. '40	Pedlar & Ryan, N. Y.
Langendorf United Bakeries, San Francisco	Bakery Goods	Rush Hughes	Mon.-Fri., 3:00-3:15 P.M. PST	3	July '39-July '40	Leon Livingston Adv. Agcy., San Francisco
Lewis-Howe Co., St. Louis	Tums	Pot of Gold	Tuesday, 8:30-9:00 P.M.	82	Sept. '39-June '40	Stack-Goble Adv. Agcy., N. Y.
Lewis-Howe Co., St. Louis	Tums	Treasure Chest	Tuesday, 8:30-9:00 P.M.	67	June '40—	Stack-Goble Adv. Agcy., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfield	Fred Waring	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	97	June '39—	Newell-Emmett Co., N. Y.
Loose-Wiles Biscuit Co., Long Island City, N. Y.	Biscuits	Woman's Magazine of the Air	Tues. & Thurs., 3:30-3:45 P.M. PST	5	Feb. '39-Feb. '40	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Sensations & Swing	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	60	July '39-June '40	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Old Gold	Don Ameche	Friday, 10:00-10:30 P.M.	92	Apr. '40-Sept. '40	Lennen & Mitchell, N. Y.
Manhattan Soap Co., New York	Soap	Mrs. Eleanor Roosevelt	Tues. & Thurs., 1:15-1:30 P.M.	39	Apr. '40-July '40	Franklin Bruck Co., N. Y.
Mars, Inc., Chicago	Candy	Doctor I. Q.	Monday, 9:00-9:30 P.M.	91	July '39—	Grant Adv. Inc., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Alec Templeton Time	Friday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	33	Sept. '40—	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Alec Templeton Time	Monday, 9:30-10:00 P.M.	81	Sept. '39-June '40	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	National Barn Dance	Saturday, 9:00-10:00 P.M.	78	June '40—	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Quiz Kids	Friday, 10:30-11:00 P.M.	39	June '40-Aug. '40	Wade Adv. Agency, Chicago
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 5:15-5:30 P.M.	29	Oct. '39-Mar. '40	Henri, Hurst & McDonald, Chicag
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 3:45-4:00 P.M.	52	Sept. '40—	Henri, Hurst & McDonald, Chicag
Philip Morris & Co, New York	Cigarettes	Johnnie Presents	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	94	Apr. '33—	Biow Co., N. Y.
Pacific Coast Borax Co., New York	20 Mule Team Borax	Death Valley Days	Saturday, 9:30-10:00 P.M.; Friday, 11:30-12:00 Mid	32	Sept. '39-June '40	McCann-Erickson, N. Y.
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Bob Hope	Tuesday, 10:00-10:30 P.M.	64	Sept. '40—	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Bob Hope	Tuesday, 10:00-10:30 P.M.	62	Sept. '39-June '40	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Tommy Dorsey	Tuesday, 10:00-10:30 P.M.	62	June '40-Sept. '40	Lord & Thomas, Chicago

Advertisers Using NBC-Red Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Chas. H. Phillips Co., New York	Milk of Magnesia	Stella Dallas	Mon.-Fri., 4:15-4:30 P.M.	48	June '38—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 4:30-4:45 P.M.	50	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Haley's M-O	Young Widder Brown	Wed., Thurs., Fri., 4:45-5:00 P.M.	34	Nov. '39-Mar. '40	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Co., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	55	Sept. '33—	Blackett-Sample-Hummert, N. Y.
Pillsbury Flour Mills, Minneapolis	Flour	Woman in White	Mon.-Fri., 10:45-11:00 A.M.	37	Jan. '38-Jan. '39	Hutchinson Adv. Co., Minneapolis
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	75	June '36—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 11:30-11:45 A.M.	33	Nov. '39—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 3:45-4:00 P.M.	69	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dash	Road of Life	Mon.-Fri., 11:30-11:45 A.M.	5	Sept. '40—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 11:30-11:45 A.M.	11	July '40—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 5:30-5:45 P.M.	26	Sept. '39-Mar. '40	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Lone Journey	Mon.-Fri., 5:15-5:30 P.M.	31	May '40—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Drene	Knickerbocker Playhouse	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid	43	Sept. '40—	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Duz	This Small Town	Mon-Fri., 10:00-10:15 A.M.	18	Sept. '40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Duz	Lone Journey	Mon.-Fri., 5:15-5:30 P.M.	14	Oct. '40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	76	June '37—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Against the Storm	Mon-Fri., 11:15-11:30 A.M.	58	Oct. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 12:15-12:30 P.M.	12	June '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neills	Mon.-Fri., 5:45-6:00 P.M.	17	July '40-Oct. '40	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 5:15-5:30 P.M.	16	Jan. '40-Oct. '40	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 5:45-6:00 P.M.	44	Oct. '40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Truth or Consequences	Saturday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	33	Aug. '40—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Lava Soap	Houseboat Hannah	Mon.-Fri., 10:00-10:15 A.M.	19	Nov. '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Man I Married	Mon.-Fri., 11:00-11:15 A.M.	52	July '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	77	Dec. '33—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Everyman's Theatre	Friday, 9:30-10:00 P.M.	58	Oct. '40—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	What's My Name	Saturday, 7:00-7:30 P.M.; 10:30-11:00 P.M.	32	Nov. '39-Aug. '40	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 10:15-10:30 A.M.	37	Jan. '40-June '40	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 5:30-5:45 P.M.	43	Apr. '40-June '40	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 10:45-11:00 A.M.	42	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 5:30-5:45 P.M.	25	Sept. '40—	Compton Adv., N. Y.
Pure Oil Co., Chicago	Gas & Oil	H. V. Kaltenborn	Tues., Thurs., Sat., 7:45-8:00 P.M.	39	May '40—	Leo Burnett Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Your Dream Has Come True	Sunday, 5:30-6:00 P.M.	38	Oct. '40—	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Quaker Oats	Girl Alone	Mon.-Fri., 5:00-5:15 P.M.	39	Sept. '39—	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Puffed Rice	Stop Me If You've Heard This One	Saturday, 8:30-9:00 P.M.	59	Sept. '39-Feb. '40	Sherman K. Ellis Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Variety Show	Monday, 8:00-8:30 P.M.	58	Sept. '39-Mar. '40	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Farina	We, The Wives Quiz	Sunday, 3:30-4:00 P.M.	4	Nov. '39-Mar. '40	Benton & Bowles, Chicago
Remington Rand, New York	Typewriters & Shavers	Newsroom of the Air	Wednesday, 7:15-7:30 P.M.	26	Oct. '40—	Leeford Adv. Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Camel Caravan	Saturday, 10:00-10:30 P.M.	81	July '39-July '40	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Camel Caravan	Thursday, 7:30-8:00 P.M.; 10:00-10:30 P.M.	52	July '40—	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Uncle Ezra	Saturday, 10:00-10:30 P.M.	77	July '40—	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Prince Albert	Grand Ole' Opry	Saturday, 10:30-11:00 P.M.	36	Oct. '39—	Wm. Esty & Co., N. Y.
Richardson & Robbins, Dover, Del.	Boned Chicken	The Revelers	Wed. & Fri., 7:30-7:45 P.M.	5	July '38-Aug. '40	Chas. W. Hoyt Co., N. Y.
Richfield Oil Corp., Los Angeles	Gas & Oil	Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M. PST	6	Apr. '31—	Hixson-O'Donnell Co., Los Angeles
Sealtest, Inc., New York	Milk & Ice Cream	Rudy Vallee	Thursday, 10:00-10:30 P.M.	65	July '40—	McKee & Albright, Philadelphia
Sealtest, Inc., New York	Milk & Ice Cream	Rudy Vallee	Thursday, 9:30-10:00 P.M.	64	Mar. '40-June '40	McKee & Albright, Philadelphia
Sherwin-Williams Co., Cleveland	Paint	Metropolitan Opera Auditions of the Air	Sunday, 5:00-5:30 P.M.	54	Oct. '40—	Warwick & Legler, N. Y.
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 7:30-8:00 P.M. PST	14	Nov. '36—	Barton A. Stebbins Adv. Agcy., Los Angeles
Skelly Oil Co., Kansas City	Gas & Oil	Capt. E. D. C. Herne	Mon.-Fri., 7:45-8:00 A.M.; 8:00-8:15 A.M.	15	July '40—	Henri, Hurst & McDonald, Chicago
Sperry Flour Co., San Francisco	Flour	Sam Hayes	Mon.-Sat., 7:45-8:00 A.M. PST	6	Jan. '40—	Westco Adv. Agency, San Francisco
Sperry Flour Co., San Francisco	Flour	Dr. Kate	Mon.-Fri., 10:45-11:00 A.M. PST	8	May '38—	Westco Adv. Agency, San Francisco

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Advertisers Using NBC-Red Network During 1940

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Standard Brands Inc., New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-9:00 P.M.	61	May '37-Mar. '40	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	61	Mar. '40-June '40	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.	75	Sept. '40—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Tender Leaf Tea	One Man's Family	Thursday, 8:00-8:30 P.M.; Sunday 12:30-1:00 A.M.	55	Oct. '39-June '40	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Tender Leaf Tea	One Man's Family	Sunday, 8:30-9:00 P.M.	60	June '40—	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Yeast	I Love a Mystery	Mon.-Fri., 7:15-7:30 P.M.; 11:15-11:30 A.M.	51	Oct. '39-Mar. '40	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Royal Deserts	I Love a Mystery	Thursday, 8:30-9:00 P.M.; 12:30-1:00 A.M.	51	Mar. '40-June '40	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Royal Desserts	Those We Love	Thursday, 8:30-9:00 P.M.; 12:30-1:00 A.M.	51	Oct. '39-Mar. '40	J. Walter Thompson Co., N. Y.
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard Symphony	Thursday, 8:30-9:30 P.M. PST	5	Sept. '39-Sept. '40	McCann-Erickson, San Francisco
Tidewater Associated Oil Co., San Francisco	Gas & Oil	Associated Football	Saturday, 2:00-4:45 P.M. PST	14	Oct. '40-Dec. '40	Lord & Thomas, San Francisco
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 10:15-10:30 A.M. PST	6	Sept. '39—	Botsford, Constantine & Gardner, Portland
Union Oil Co., Los Angeles	Gas & Oil	Where & When	Monday, 8:30-9:00 P.M. PST	14	Apr. '40—	Lord & Thomas, Los Angeles
Vick Chemical Co., New York	Vatronol	Wake Up & Sing	Mon., Wed., Fri., 7:30-7:45 A.M. PST	10	Sept. '40—	Morse International, N. Y.
Wander Company, Chicago	Ovaltine	Carters of Elm Street	Mon.-Fri., 12:00-12:15 P.M.	7	Sept. '39-Jan. '40	Blackett-Sample-Hummert, Chicago
Wander Company, Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.	12	Apr. '31-Jan. '40	Blackett-Sample-Hummert, Chicago
Wm. R. Warner Co., New York	Sloan's Liniment	Paul Wing	Saturday, 9:00-9:30 P.M.	27	Jan. '40-Apr. '40	Warwick & Legler, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Manhattan Merry Go Round	Sunday, 9:00-9:30 P.M.	39	Nov. '32—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Backstage Wife	Mon.-Fri., 4:00-4:15 P.M.	52	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M. PST	6	Oct. '35—	Fitzgerald Adv. Agcy., New Orleans
Westinghouse Elec. & Mfg., Pittsburgh	Electrical Equipment	Musical Americana	Thursday, 10:30-11:00 P.M.	86	Oct. '40—	Fuller & Smith & Ross, N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Hilda Hope, M.D.	Saturday, 11:30-12:00 Noon	17	Oct. '39-Mar. '40	Warwick & Legler, N. Y

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"THERE MUST BE A REASON WHY"

. . . . nearly 400 of the nation's leading network, national spot and local advertisers—represented by more than 100 of the country's outstanding advertising agencies—chose to tell their sales messages in the Twin Cities' Market in 1940 via KSTP.

KSTP ←

MINNEAPOLIS-ST. PAUL
NBC BASIC RED NETWORK
50,000 WATTS - CLEAR CHANNEL

Since 1928, proven by every authentic survey, the dominant station in the nation's 7th Retail Market!

Represented nationally by EDWARD PETRY & CO.

Advertisers Using NBC-Blue Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Adam Hat Stores, Inc., New York	Hats	Madison Square Garden Boxing Bouts	Various Days, 10:00 P.M. to Finish	91	Oct. '40—	Glicksman Adv. Co., N. Y.
Adam Hat Stores, Inc., New York	Hats	Madison Square Garden Boxing Bouts	Various Days, 10:00 P.M. to Finish	61	Sept. '39-May '40	Glicksman Adv. Co., N. Y.
Adam Hat Stores, Inc., New York	Hats	Outdoor Boxing Bouts	Various Days, 10:00 P.M. to Finish	59	June '40-Sept. '40	Glicksman Adv. Co., N. Y.
Air Conditioning Training Corp., Youngstown, O.	School	Happy Jim Parsons	Sunday, 11:30-11:45 A.M.	27	Apr. '40-Aug. '40	National Classified Agcy., Youngstown, O.
Air Conditioning Training Corp., Youngstown, O	School	Sidney Walton	Sunday, 11:30-11:45 A.M.	27	June '40-Aug. '40	National Classified Agcy., Youngstown, O.
Air Conditioning Training Corp., Youngstown, O.	School	Sidney Walton	Saturday, 10:00-10:15 A.M.	27	Aug. '40-Oct. '40	National Classified Agcy., Youngstown, O.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon., Tues., Wed., 3:45-4:00 P.M.	60	Mar. '40—	Blackett-Sample-Hummert, N. Y.
Anacin Co., Jersey City	Anacin	Easy Aces	Tues., Wed., Thurs., 7:00-7:15 P.M.; 12:00-12:15 A.M.	53	June '35—	Blackett-Sample-Hummert, N. Y.
Bank of America, San Francisco	Loans	Passing Parade	Monday, 8:15-8:30 P.M. PST	7	Jan. '40—	Chas. R. Stuart, San Francisco
Better Speech Institute, Chicago	Publications	Speak Up America	Sunday, 7:30-8:00 P.M.	44	Sept. '40—	McJunkin Adv. Co., Chicago
Bisodol Co., Jersey City	Bisodol	Mr. Keen Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.; 12:15-12:30 A.M.	46	Oct. '37—	Blackett-Sample-Hummert, N. Y.
Bisodol Co., Jersey City	Bisodol	Just Plain Bill	Thurs. & Fri., 3:45-4:00 P.M.	62	Oct. '40—	Blackett-Sample-Hummert, N. Y.
A. S. Boyle Co., Jersey City	Old English Wax	John's Other Wife	Mon., Tues., Wed., 3:30-3:45 P.M.	59	Mar. '40-Oct. '40	Blackett-Sample-Hummert, N. Y.
Brown & Williamson Tobacco Co., Louisville	Bugler Tobacco	Plantation Party	Friday, 9:00-9:30 P.M.	77	Dec. '38-May '40	Russell M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	Show Boat	Friday, 9:00-9:30 P.M.	77	May '40-Aug. '40	Russell M. Seeds Co., Chicago
Cal-Aspirin Corp., New York	Cal-Aspirin	Amanda of Honeymoon Hill	Friday, 3:15-3:30 P.M.	46	Feb. '40—	Blackett-Sample-Hummert, N. Y.
Canada Dry Ginger Ale, New York	Ginger Ale	Information Please	Tuesday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	59	Nov. '38-Nov. '40	J. M. Mathes Inc., N. Y.
Canadian Railways Assoc., Montreal	Institutional	Canadian Holiday	Thursday, 8:00-8:30 P.M.	40	July '40-Oct. '40	Direct
Chemicals Inc., San Francisco	House Cleaner	Just Between Friends	Tues. & Fri., 8:30-8:45 A.M. PST	4	Oct. '40—	Botsford, Constantine & Gardner, San Francisco
Harold A. Clapp, Inc., Jersey City	Baby Food	Mother of Mine	Mon.-Fri., 4:00-4:15 P.M.	67	Oct. '40—	Young & Rubicam Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Sports Newsreel of the Air	Sunday, 9:45-10:00 P.M.; 11:00-11:15 P.M.	44	Oct. '39—	Sherman & Marquette, Chicago
Consolidated Royal Chemical Corp., Chicago	Yeast Foam	Hidden Stars	Sunday, 5:30-6:00 P.M.	50	Dec. '40—	Stack-Goble, Chicago
Cummer Products Co., New York	Energine	What Would You've Done	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 P.M.	38	Jan. '40-July '40	Stack-Goble, Chicago
Cummer Products Co., New York	Energine	Manhattan at Midnight	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 P.M.	39	July '40—	Young & Rubicam, N Y
E. I. du Pont de Nemours & Co., Wilmington, Del.	Institutional	Cavalcade of America	Tuesday, 9:00-9:30 P.M.	100	Jan. '40-June '40	BBDO, Inc., N. Y.
Emerson Drug Co., Baltimore	Bromo-Seltzer	Ben Bernie	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	70	Oct. '40—	Ruthrauff & Ryan, Inc., N. Y.
General Foods Corp., New York	Jell-O Puddings	Aldrich Family	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	64	Oct. '39-May '40	Young & Rubicam, N. Y.
General Foods Corp., New York	Post Bran Flakes	Young Dr. Malone	Mon.-Fri., 11:15-11:30 A.M.	57	Nov. '39-May '40	Benton & Bowles, N. Y.
Gillette Safety Razor Co., Boston	Razors	Sugar Bowl Game	Monday, 2:00-4:45 P.M.	97	Jan. 1, 1940 Only	Maxon, Inc., Detroit
Gordon Baking Co., Detroit	Silvercup Bread	One of the Finest	Mon. & Thurs., 7:30-8:00 P.M.	4	Oct. '39-May '40	Young & Rubicam, N. Y.
Greyhound Lines, Chicago	Bus Transportation	This Amazing America	Friday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	81	Feb. '40-July '40	Beaumont & Hohman, Chicago
Grove Laboratories, St. Louis	Bromo Quinine	Sherlock Holmes	Sunday, 8:30-9:00 P.M.; 12:30-1:00 A.M.	54	Sept. '40—	Russell M. Seeds, Chicago
Grove Laboratories, St. Louis	Bromo Quinine	Sherlock Holmes	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	50	Oct. '39-Mar. '40	Stack-Goble, Chicago
Chas. Gulden Inc., New York	Mustard	Serenaders	Tues. & Thurs., 6:30-6:45 P.M.	2	Oct. '40—	Chas. W. Hoyt Co., N. Y.
Chas. Gulden Inc., New York	Mustard	Serenaders	Wed. & Fri., 6:30-6:45 P.M.	6	Oct. '39-May '40	Chas. W. Hoyt Co., N. Y.
Ironized Yeast Co., Atlanta	Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	43	Apr. '40—	Ruthrauff & Ryan Inc., N. Y.
Andrew Jergens Co., Cincinnati	Lotion	Walter Winchell	Sunday, 9:00-9:15 P.M.; 12:00-12:15 A.M.	70	Oct. '39—	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Soap	Parker Family	Sunday, 9:15-9:30 P.M.; 12:15-12:30 A.M.	70	Oct. '39—	Lennen & Mitchell, N. Y.
Knapp-Monarch Co., St. Louis	Electric Shavers	Ahead of the Headlines	Sunday, 11:45-12:00 Noon; 2:45-3:00 P.M.	48	Sept. '40-Dec. '40	Cramer-Krasselt Co., Milwaukee
Lance Packing Co., Charlotte, N. C.	Peanuts	Toastchee Time	Wednesday, 11:00-11:30 P.M.	16	Apr. '40-July '40	Nachman-Rhodes Adv., Charlotte, N. C.
Lever Bros., Boston	Spry	Uncle Jim's Question Bee	Tuesday, 9:00-9:30 P.M.; 10:30-11:00 P.M.	45	Oct. '40-Nov. '40	Ruthrauff & Ryan, N. Y.
Lever Bros., Boston	Spry	Uncle Jim's Question Bee	Tuesday, 8:30-9:00 P.M.; 10:30-11:00 P.M.	46	Nov. '40—	Ruthrauff & Ryan, N. Y.
Lever Bros., Boston	Rinso	Grand Central Station	Tuesday, 9:00-9:30 P.M.; 11:00-11:30 P.M.	47	Nov. '40—	Ruthrauff & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Pot of Gold	Thursday, 8:30-9:00 P.M.	99	June '40-Sept. '40	Stack-Goble, Chicago
Lewis-Howe Co., St. Louis	Tums	Pot of Gold	Thursday, 8:00-8:30 P.M.	102	Oct. '40—	Stack-Goble, Chicago
Lewis-Howe Co., St. Louis	NR's	Fame & Fortune	Thursday, 8:30-9:00 P.M.; 11:30-12:00 Mid	89	Oct. '40—	Stack-Goble, Chicago
Lewis-Howe Co., St. Louis	Tums	Quicksilver	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid	53	Oct. '39-Apr. '40	H. W. Kastor & Sons., Chicago

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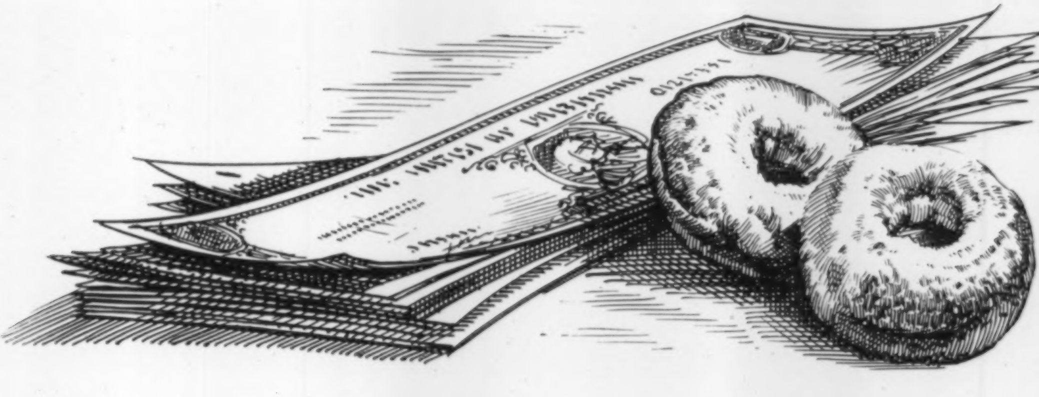
Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Manhattan Soap Co., New York	Sweetheart Soap	Jack Berch & His Boys	Mon., Wed., Fri., 11:30-11:45 A.M.	9	Nov. '39-Feb. '40	Franklin Bruck Adv. Co., N. Y.
Midway Chemical Co., Jersey City	Fly-Ded	Just Plain Bill	Thurs. & Fri., 3:45-4:00 P.M.	62	Mar. '40-Sept. '40	Blackett-Sample-Hummert, N. Y.
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Quiz Kids	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	46	Sept. '40—	Wade Adv. Agcy., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	National Barn Dance	Saturday, 9:00-10:00 P.M.; 11:00-12:00 Mid	88	Jan. '33-June '40	Wade Adv. Agcy., Chicago
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Moylan Sisters	Sunday, 5:00-5:15 P.M.	14	Oct. '39—	Clements Co., Philadelphia
Modern Food Process Co., Philadelphia	Scrapple	Olivio Santoro	Sunday, 5:15-5:30 P.M.	14	Sept. '40—	Clements Co., Philadelphia
Philip Morris & Co., Ltd., New York	Cigarettes	Breezing Along	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	44	Nov. '39-Apr. '40	Biow Co., Inc., N. Y.
Philip Morris & Co., Ltd., New York	Cigarettes	Swingo	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	41	Apr. '40-May '40	Biow Co., Inc., N. Y.
C. F. Mueller Co., Jersey City	Macaroni	Thunder Over Paradise	Mon.-Fri., 10:00-10:15 A.M.	5	Oct. '39-Apr. '40	Kenyon & Eckhardt, N. Y.
Musterole Co., Cleveland	Musterole	Carson Robison & His Buckaroos	Friday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	53	Oct. '39-Apr. '40	Erwin Wasey & Co., N. Y.
Mystic Labs., Jersey City	Creams	John's Other Wife	Mon. & Tues., 3:30-3:45 P.M.	63	Oct. '40—	Blackett-Sample-Hummert, N. Y.
Nash Motors, Detroit	Motor Cars	News by John B. Kennedy	Mon.-Sat., 9:30-9:35 P.M.	65	Oct. '40—	Geyer, Cornell & Newell, N. Y.
Ohio Oil Co., Findlay, Ohio	Gas & Oil	Title Tales	Friday, 10:30-11:00 P.M.	11	Sept. '40-Nov. '40	Byer & Bowman Adv., Columbus
Ohio Oil Co., Findlay, Ohio	Gas & Oil	Melody Marathon	Friday, 7:30-8:00 P.M.	11	Nov. '40—	Byer & Bowman Adv., Columbus
Ohio Oil Co., Findlay, Ohio	Gas & Oil	Melody Marathon	Friday, 10:30-11:00 P.M.	11	Sept. '39-May '40	Byer & Bowman Adv., Columbus
Pacific Coast Borax Co., New York	20-Mule Team Borax	Death Valley Days	Friday, 8:30-9:00 P.M.; 11:30-12:00 Mid	29	May '40—	McCann-Erickson, N. Y.
Pepsodent Co., Chicago	Toothpaste	District Attorney	Sunday, 7:30-8:00 P.M.; 12:00-12:30 A.M.	44	Jan. '40-Mar. '40	Lord & Thomas, N. Y.
Chas. H. Phillips Co., New York	Haley's M-O	Amanda of Honeymoon Hill	Mon.-Thurs., 3:15-3:30 P.M.	47	Feb. '40—	Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 10:45-11:00 A.M.	9	Nov. '39—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Painted Dreams	Mon.-Fri., 10:00-10:15 A.M.	6	July '40-Nov. '40	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	This Small Town	Mon.-Fri., 10:00-10:15 A.M.	4	Nov. '40—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 10:15-10:30 A.M.	19	Apr. '40—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Right to Happiness	Mon.-Fri., 10:15-10:30 A.M.	19	Nov. '39-Jan. '40	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	This Day Is Ours	Mon.-Fri., 10:15-10:30 A.M.	19	Jan. '40-Apr. '40	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Mary Marlin	Mon.-Fri., 10:30-10:45 A.M.	19	Nov. '39—	Compton Adv. Inc., N. Y.
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 10:45-11:00 A.M.	9	Nov. '39-Jan. '40	H. W. Kastor & Sons, Chicago
Raltson-Purina Co., St. Louis	Cereals	Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.; 8:45-9:00 P.M.	55	Sept. '40—	Gardner Adv. Co., St. Louis
Ralston-Purina Co., St. Louis	Cereals	Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.; 8:45-9:00 P.M.	51	Sept. '39-Apr. '40	Gardner Adv. Co., St. Louis
R. J. Reynolds Tobacco Co., Winston Salem, N. C.	Camel Cigarettes	Luncheon at the Waldorf	Saturday, 1:30-2:00 P.M.	46	Feb. '40—	Wm. Esty & Co., Inc., N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions of the Air	Sunday, 5:30-6:00 P.M.	89	Oct. '39-Mar. '40	Warwick & Legler, N. Y.
Dr. Earle S. Sloan, New York	Sloan's Liniment	Youth vs. Age	Saturday, 8:30-9:00 P.M.	105	Oct. '39-Jan. '40	Warwick & Legler, N. Y.
Dr. Earle S. Sloan, New York	Sloan's Liniment	Gang Busters	Friday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	86	Oct. '40—	Warwick & Legler, N. Y.
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard School	Thursday, 11:00-11:45 A.M. PST	12	Sept. '39-May '40	McCann-Erickson, San Francisco
Standard Brands Inc., New York	Yeast	I Love a Mystery	Monday, 8:00-8:30 P.M.; 11:30-12:00 Mid	46	Sept. '40—	Kenyon & Eckhardt, N. Y.
Sun Oil Co., Philadelphia	Gas & Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	22	June '32—	Roche, Williams & Cunnyngham, Philadelphia
Swift & Co., Chicago	Sausage	Swift Party	Saturday, 10:30-11:00 A.M.	72	Sept. 28, 1940 Only	J. Walter Thompson, Chicago
Texas Co., New York	Gas & Oil	Metropolitan Opera	Saturday, 2:00-5:00 P.M.	131	Dec. '40—	Buchanan Co., N. Y.
U. S. of Brazil, Rio De Janeiro	Institutional	Sunday Evening News	Sunday, 7:00-7:15 P.M.	8	Sept. '40-Dec. '40	Campbell-Ewald Co., N. Y.
Vick Chemical Co., New York	Vapo-Rub	Beyond Reasonable Doubt	Wed., Thurs., Sat., 6:00-6:15 P.M. PST	11	Oct. '39-Mar. '40	Morse International, N. Y.
Ward Baking Co., New York	Bread	Joe Penner	Thursday, 8:30-9:00 P.M.	22	Oct. '39-Apr. '40	Sherman K. Ellis Co., N. Y.
R. L. Watkins Co., New York	Dr. Lyon's Tooth Powder	Orphans of Divorce	Mon.-Fri., 3:00-3:15 P.M.	47	Jan. '40—	Blackett-Sample-Hummert, N. Y.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Irene Rich	Sunday, 9:30-9:45 P.M.; 11:15-11:30 P.M.	37	Oct. '39-Oct. '40	H. W. Kastor & Sons, Chicago
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Dear John	Sunday, 9:30-9:45 P.M.; 11:15-11:30 P.M.	48	Oct. '40—	H. W. Kastor & Sons, Chicago
Westinghouse Elec. & Mfg. Co., Pittsburgh	Electrical Equipment	Musical Americana	Thursday, 8:00-8:30 P.M.; 11:30-12:00 Mid	93	Jan. '40-June '40	Fuller & Smith & Ross, N. Y.
Westinghouse Elec. & Mfg. Co., Pittsburgh	Electrical Equipment	Musical Americana	Tuesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	75	June '40-July '40	Fuller & Smith & Ross, N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	43	Aug. '39-June '40	J. Walter Thompson, N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	45	Sept. '40—	J. Walter Thompson, N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	Washington Merry-Go-Round	Monday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	44	June '40-Sept. '40	J. Walter Thompson, N. Y.
Williamson Candy Co., Chicago	O Henry Bars	Famous Jury Trials	Monday, 7:00-7:30 P.M.	10	Oct. '40—	Aubrey, Moore & Wallace, Chicago
Wyeth Chemical, Jersey City	Cold Tablets	John's Other Wife	Wed., Thurs., Fri., 3:30-3:45 P.M.	63	Mar. '40—	Blackett-Sample-Hummert, N. Y.



It's dollars to doughnuts on WJZ

These 28 Different Advertisers Find WJZ the Top Spot for Sales in the World's Richest Market

GLANCE over the list of Big Advertisers who've found they "cash in" on WJZ! You'll find a great array here... from dollars to doughnuts! A bank, baked beans... dog food, doughnuts... a pencil, macaroni... a light bulb, gasoline... hand lotion and a cough drop.

WJZ is *proud* of these patrons... proud because such diversified products... each with a different story to tell... and all *making money*... prove beyond claims that WJZ, with its rich, ready audience... its clear, full delivery... turns any "hot" product into cool cash.

Among WJZ Spot and Local Advertisers

Beechnut Packing Co. (Chewing Gum)
Benrus Watch Co.
Bulova Watch Co.
Chase National Bank
Consolidated Edison Co.
Doughnut Corp. of America
Friend Brothers (Baked Beans)
Habitant Soup Co. (Pea Soup)
Chris Hansen's Laboratory (Junket)
International Salt Company
Lamont Corliss Co. (Danya Hand Lotion)
Luden's Cough Drops
Maltex Cereals
Maryland Pharm. Co. (Rem & Rel)
John Morrell & Co. (Red Heart Dog Food)
John Morrell & Co. (E-Z Cut Ham)
C. F. Mueller Co. (Macaroni)
Nestlé's Milk Products (Nescafe)
New York State Milk
Olney & Carpenter (Potato Chips)
Peter Paul Inc. (Ten Crown Gum)
Piso Company (Cough Syrup)
Potter Drug Co. (Cuticura Soap)
Salz Brothers (Pens & Pencils)
Schieffelin & Co. (Furniture Cream)
Seeman Bros. (White Rose Tea)
Standard Oil of N. J. (Esso Gas & Oil)
Yeckes-Eichenbaum (Wondercrop Vegetables)

WJZ
NEW YORK
50,000 WATTS · 760 KC.

National Broadcasting Company... A Radio Corporation of America Service

Represented Nationally by NBC SPOT Sales Offices

NEW YORK
CHICAGO
SAN FRANCISCO
BOSTON
CLEVELAND
DENVER
HOLLYWOOD
WASHINGTON

Advertisers Using Mutual Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & C
American Bird Products, Chicago	Bird Food	American Radio Warblers	Sunday, 1:15-1:30 P.M.	10	10/15/39-4/28/40 10/13/40—	Weston-Barnett, Chicago
American Economic Foundation, Cleveland	Educational	"Wake Up America"	Monday, 9:00-10:00 P.M.	44	9/2/40—	Bayless-Kerr Co., Cleveland
American Safety Razor Co., Brooklyn	Star & Treet Razor Blades	Wythe Williams—"As the Clock Strikes"	Tues., Thurs., 8:00-8:15 P.M.	97	9/10/40—	Federal Adv. Agency, N. Y.
American Tobacco Co., New York	Lucky Strike	Kay Kyser's College	Thursday, 8:00-9:00 P.M.	16	1/4/40-5/9/40	Lord & Thomas, N. Y.
Bayuk Cigars, Philadelphia	Phillies Cigars	Sam Balter—"Inside of Sports"	Tues., Thurs., Sat., 7:45-8:00 P.M.	30	6/14/38—	Ivey & Ellington, Philadelphia
Bell & Co., Orangeburg, N. Y.	Bell-ans	Red River Dave	Tues., Thurs., 12:00-12:15 P.M.	7	6/5/39-7/1/40	Anderson, Davis & Platte, N. Y.
Carnation Co., Milwaukee	Carnation Milk	Arthur Godfrey	Mon., Wed., Fri., 9:00-9:15 A.M.; 9:30-9:45 A.M.	9	1/3/40—	Erwin, Wasey & Co., N. Y.
Cudahy Packing Co., Chicago	Dutch Cleanser	Bachelor's Children	Mon.-Fri., 1:45-2:00 P.M.	32	4/1/40—	Roche, Williams & Cunnyngham Chicago
D. L. & W. Coal Co., New York	Blue Coal	"The Shadow"	Sunday, 5:30-6:00 P.M.	21	9/24/39-4/7/40 9/29/40—	Ruthrauff & Ryan, N. Y.
Wm. Demuth & Co., New York	Pipes	"Red" Barber—Sports Review	Friday, 9:15-9:30 P.M.	2	4/19/40-5/24/40	Gray Adv. Agency, N. Y.
Detrola Corp., Detroit	Radios	Fulton Lewis	Mon., Wed., Fri., 7:00-7:15 P.M.	12	10/30/39-1/26/40	Bass-Luckoff, Detroit
El Paso County Board of Development, El Paso, Tex.	Institutional	Sun Carnival	Monday, 12:30-1:00 P.M.	13	January 1, 1940 One-Time	Mithoff & White, El Paso
Fidelio Brewery, New York	Beer	News—Floyd Mack	Thurs., Fri., Sat., 11:00-11:15 A.M.	2	5/30/40-9/7/40	Dillingham, Livermore & Durha N. Y.
General Baking Co., New York	Bond Bread	"Lone Ranger"	Mon., Wed., Fri., 7:30-8:00 P.M.	15	2/1/39-8/10/40	BBDO, N. Y.
General Cigar Co., New York	Van Dyck Cigars	The Answer Man	Sunday, 11:00-11:15 P.M.	41	3/13/40—	Federal Adv. Agency, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing—News	Mon., Fri., 10:00-10:15 P.M.	73	9/25/39—	J. Walter Thompson Co., N. Y.
Gospel Broadcasting Assn., Los Angeles	Religion	Gospel Hour	Sunday, 9:00-10:00 P.M.	130	1/3/37—	R. H. Alber Co., Los Angeles
Griffin Mfg. Co., Brooklyn	Shoe Polish	"Who Knows?"	Monday, 10:15-10:30 P.M.	4	3/16/40—	Bermingham, Castleman & Pier N. Y.
Hartz Mountain Products, New York	Bird Food	Singing Canaries	Sunday, 3:30-3:45 P.M.	9	9/24/39-6/16/40	George H. Hartman Co., Chicago
Howard Clothes, Brooklyn	Men's Clothing	Show of the Week	Sunday, 6:30-7:00 P.M.	7	3/31/40-6/23/40 9/29/40—	Redfield-Johnstone, N. Y.
Illinois Meat Co., Chicago	"Broadcast Brand" Corned Beef Hash & "Broadcast Redi-Meat"	Play Broadcast	Monday, 8:00-8:30 P.M.	6	2/19/40—	Neisser-Meyerhoff, Chicago
Ironized Yeast, New York	Ironized Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	49	1/7/39-4/14/40	Ruthrauff & Ryan, N. Y.
V. La Rosa & Sons, New York	Macaroni	Antonini Concert Series	Tuesday, 8:30-9:00 P.M.	4	10/31/39-4/23/40 11/12/40—	Commercial Radio Service, N. Y.
Lutheran Laymen's League, St. Louis	Religion	Lutheran Hour	Sunday, 1:30-2:00 P.M.	126	10/29/39-4/21/40 10/27/40—	Kelly, Stuhlman & Zahrndt, St. Louis
MacFadden Publications, New York	Liberty Magazine	"Voice of Liberty"—G. Heatter	Thurs., Sat., 9:00-9:15 P.M.	14	5/23/40—	Erwin Wasey & Co., N. Y.
MacFadden Publications, New York	True Story Magazine	"I'll Never Forget"	Mon., Wed., Fri., 1:00-1:15 P.M.	75	7/31/40-10/30/40	Arthur Kudner Inc., N. Y.
Maltex Co., Burlington, Vt.	Maltex Cereal	"Uncle Don"	Mon., Wed., Fri., 5:30-5:45 P.M.	5	9/25/39-1/5/40	Samuel C. Croot Co., N. Y.
Mennen Co., Newark	Shaving Cream & Baby Products	Col. Stoopnagle—"Quixie Doodle Contest"	Friday, 8:00-8:30 P.M.	10	10/20/39-4/12/40	H. M. Kiesewetter Adv. Agency, N. Y.
Moody Bible Institute, Chicago	Religion	Religious Talks	Sunday, 2:30-3:00 P.M.	9	9/24/39-3/17/40	Critchfield & Co., Chicago
Peter Paul Inc., Naugatuck, Conn.	Mounds & Other Candy Products	Gabriel Heatter—News Wythe Williams—News	Sunday, 9:45-10:00 P.M. Sunday, 7:45-8:00 P.M.	2 8	4/28/40-7/7/40 7/7/40—	Platt-Forbes, N. Y.
Philco Radio & Television Co., Philadelphia	Radios	Wythe Williams—News	Mon., Wed., Fri., 7:15-7:30 P.M.	2	3/4/40-5/31/40	McKee & Albright, Philadelphia
Philip Morris & Co., New York	Revelation Tobacco	Eddie Dooley's Football Forecast & Roundup	Thursday, 8:15-8:30—Forecast Saturday, 8:15-8:30 P.M.—Roundup	3	9/26/40-12/7/40	Biow Co., N. Y.
Richfield Oil Corp., New York	Oil & Gasoline	"Confidentially Yours"	Saturday, 7:30-7:45 P.M.	29	1/6/40-6/29/40 10/1/40—	Sherman K. Ellis Co., N. Y.
R. B. Semler Inc., New York	Kreml	Gabriel Heatter—News	Wed., Fri., 9:00-9:15 P.M.	10	8/7/40—	Erwin, Wasey & Co., N. Y.
Swift & Co., Chicago	"Prem"	"Sales Meeting of the Air"	Saturday, 10:00-10:15 A.M.	46	May 18, 1940 One Time	J. Walter Thompson Co., Chicago
Wander Co., Chicago	Ovaltine	Carter's of Elm Street	Mon.-Fri., 12:45-1:00 P.M.	84	1/22/40-7/19/40	Blackett-Sample-Hummert, Chicag
Wander Co., Chicago	Ovaltine	Little Orphan Annie Captain Midnight	Mon.-Fri., 5:45-6:00 P.M.	81 83	1/22/40-7/5/40 9/30/40—	Blackett-Sample-Hummert, Chicag
Wheeling Steel Corp., Wheeling	Steel Products	Musical Steelmakers	Sunday, 5:00-5:30 P.M.	49	10/8/39-6/30/40 10/6/40—	Critchfield & Co., Chicago
White Labs., Newark	Feenamint, Chooz	Double or Nothing	Sunday, 6:00-6:30 P.M.	113	9/29/40—	Wm. Esty & Co., N. Y.
Paul F. Beich Co., Bloomington, Ill.	"Whiz" Candy Bars	Peter Quill	Sunday, 4:00-4:30 P.M.	9	10/6/40—	N. W. Ayer & Son, Chicago
John B. Canepa Co., Chicago	Red Cross Macaroni	Melody Street	Wednesday, 8:00-8:30 P.M.	7	10/9/40—	J. Edward Long Adv. Agency, Chicago

Advertisers Using Mutual Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Gillette Safety Razor Co., Boston	Razor Blades	Baseball—World Series	Wed., Thurs., Fri., Sat., Sun., Mon., Tues., 1:15-3:15 P.M.	246	10/2-8/40	Maxon Inc., Detroit
National Prayer & Prophesy Conference, Chicago	Religion	Religious Talks	Sunday, 7:00-7:30 P.M.	17	October 20, 1940 One Time	Direct
National Refining Co., Cleveland	Gasoline, Oil, Anti-Freeze	Red Grange—Forecasts & Scores	Friday, 7:15-7:30 P.M. Saturday, 6:45-7:00 P.M.	19	10/4/40—	Sherman K. Ellis Co., N. Y.
Paramount Pictures, New York	Movie Premiere	The World in Flames	Thursday, 10:15-10:30 P.M.	138	October 24, 1940 One Time	Buchanan & Co., N. Y.
United Air Lines, Chicago	Plane Transportation	Boake Carter—News	Mon., Wed., Sat., 8:30-8:45 P.M.	10	10/23/40—	N. W. Ayer & Son, N. Y.
Young People's Church of the Air, Los Angeles	Religion	Religious Talks	Sunday, 3:30-4:00 P.M.	20	10/13/40—	R. H. Alber Co., Los Angeles
Philip Morris & Co., New York	Revelation Smoking Tobacco	Name Three	Saturday, 8:00-8:30 P.M.	7	4/10/39-4/1/40	Biow Co., N. Y.
Detroit Bible Class, Detroit	Religion	Religious Talks	Sunday, 10:00-10:30 A.M.	3	11/10/40—	Aircasters, Detroit

COOPERATIVELY SPONSORED

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Local Sponsors	Various	I Want a Divorce	Friday, 9:30-10:00 P.M.	Various	10/18/40—	Varies
C. F. Mueller Co.	Macaroni	....	....	..	....	Emil Brisacher & Staff,San Francisco
Sears, Roebuck & Co.	Store	....	....	..	....	Emil Brisacher & Staff,San Francisco
Local Sponsors	Various	Johnson Family	Mon.-Fri., 5:15-5:30 P.M.	Various	....	....
Local Sponsors	Various	Keep Fit to Music	Mon.-Fri., 10:30-10:45 A.M.	Various	5/13/40-7/3/40	Varies
Beatrice Creamery	Dairy	....	....	..	9/16/40—	Lord & Thomas, N. Y.
Union Pharmaceutical Co.	Saraka	....	....	..	....	Sherman K. Ellis, N. Y.
Local Sponsors	Various	Lamplighter	Wednesday, 10:45-11:00 A.M.	Various	10/11/39-2/14/40	Varies
I. J. Fox	Furs	....	....	..	....	Stanley Kaye Adv. Agcy, N. Y.
Local Sponsors	Various	Fulton Lewis Jr.	Mon.-Fri., 7:00-7:15 P.M.	Various	10/17/38—	Varioes
Falls City Brewing Co.	Beverages	....	....	..	....	Albert Frank-Guenther Law, N. Y.
Morris Plan Bank	Financial	....	....	..	....	....
Local Sponsors	Various	Listen America	Sunday, 6:00-6:30 P.M.	Various	10/22/39-1/14/40	Varies
Pontiac Motor Co.	Pontiac Cars	....	....	..	....	MacManus, John & Adams, Detroit
Jefferson Federal Savings & Loan Assn.	Financial	....	....	..	....	....
Local Sponsors	Various	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	Various	1/18/37—	Varies
Horlick's Malted Milk Co.	Malted Milk	....	....	..	....	Roche, Williams & Cunnyngham, N. Y.
Supplee-Wills-Jones Milk Co.	Milk	....	....	..	....	N. W. Ayer & Son, Philadelphia
Local Sponsors	Various	The Shadow	Sunday, 5:30-6:00 P.M.	Various	9/24/39-3/17/40	Varies
Walter Johnson Candy Co.	Powerhouse Candy	....	....	..	9/29/40—	Franklin Bruck Adv. Corp.
Kopper's Co.	Coke	....	....	..	....	Chas. Dailas Reach Co.
Local Sponsors	Various	Show of the Week	Sunday, 6:00-6:30 P.M.	Various	10/1/39-3/24/40	Varies
Coca Cola Co.	Soft Drinks	....	....	..	9/29/40—	Redfield-Johnstone
Oklahoma Natural Gas Co.	Gas	....	....	..	....	....
Local Sponsors	Various	Dorothy Thompson	Sunday, 8:45-9:00 P.M.	Various	10/6/40—	Varies
Pilot Radio	Radios	....	....	..	....	Lester Loeb, N. Y.
Security Mutual Life Ins. Co.	Life Insurance	....	....	..	....	Direct

18 NEWS BROADCASTS DAILY.....
OVER STATION WOL

Washington's Only 24-Hour Station!

NATIONAL REPRESENTATIVES,
INTERNATIONAL
RADIO SALES

America's Outstanding News Personalities
★ FULTON LEWIS, JR.
ARTHUR HALE
WALTER COMPTON
WYTHE WILLIAMS
GABRIEL HEATTER
RAYMOND GRAM SWING

★ Fulton Lewis Jr. was developed by WOL, and the feature originates in WOL's studios. Available for sponsorship on your station.

WOL - Washington, D. C. - 1000 Watts - Affiliated with Mutual Broadcasting System

Advertisers Using the Yankee Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Alles & Fisher, Boston	JA-63 Cigars	Baseball Resume	Sunday, 6:45-7:00 P.M.	6	Apr. 14-Sept. 29	Lester B. Hawes, Boston
American Molasses Co., New York	Grandma's Molasses	Gretchen McMullen Hour	Thursday, 9:00-9:15 A.M.	5	Jan. 4-Mar. 28	Charles W. Hoyt Co., N. Y.
American Agricultural Chemical Co., New York	X-O Cleaner	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 3-Dec. 31	Cowan & Dengler, N. Y.
Atlantic Refining Co., Philadelphia	Gasoline	Football Games	Saturday, 1:45 P.M.	17	Oct. 5-Nov. 23	N. W. Ayer & Son, Philadelphia
Atlantis Sales Corp., Rochester	French's Mustard	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-June 28	J. Walter Thompson Co., N. Y.
Baker Extract Co., Springfield, Mass.	Baker Extract	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Apr. 12	Snow, Bates & Orme, Springfield, Mass.
Barron-Gray Packing Co., San Jose, Cal.	Eveready Fruit Cocktail	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-June 22	Direct
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed., Fri., 7:30-7:45 P.M.	6	June 12, '39-June 7, '40	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed., Fri., 7:30-7:45 P.M.	6	June 7-June 26, '41	Ivey & Ellington, Philadelphia
Wm. A. Bell Co., Boston	Bell's Seasoning	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. 3-Dec. 31	H. B. LeQuatte Inc., N. Y.
Boston Food Products Co., Boston	Prudence Products	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	8	Jan. 1-Dec. 31	Lavin Co., Boston
Brown & Williamson Tobacco Corp., Louisville	Wings Cigarettes	Yankee Network News Service	Tues., Thurs., Sat.,	18	June 19-July 2	BBDO., N. Y.
Burry Biscuit Corp., Linden, N. J.	Burry Bix	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 3-Nov. 29	Cowan & Dengler, N. Y.
John E. Cain Co., Cambridge, Mass.	Cain's Mayonaise	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Apr. 1-July 31	Chambers & Wiswell, Boston
California Prune & Apricot Assn., San Jose, Cal.	Sunsweet Prunes	First National Food News	Mon.-Sat., 9:15-9:30 P.M.	8	Sept. 23-Dec. 23	Long Adv. Service, San Jose, Cal.
California Walnut Growers Assn., Los Angeles	Walnuts	First National Food News	Mon.-Sat., 9:15-9:30 P.M.	8	Dec. 26, '39-Mar. 25	McCann-Erickson, San Francisco
Canada Dry Ginger Ale Co., New York	Ginger Ale	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Dec. 2-Dec. 31	J. M Mathes Inc., N. Y.
Chef Boiardi Products, Cleveland	Chef Boy-Ar-Dee	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-Dec. 23	McJunkin Adv. Agency, Chicago
Church & Dwight, New York	Arm & Hammer Soda	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Mar. 4-Dec. 31	Brooke, Smith, French & Dorrance, N. Y.
Corn Products Refining Co., New York	Surprise	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Mar. 27	C. L. Miller Co., N. Y.
Corn Products Refining Co., New York	Surprise	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 9-Dec. 31	C. L. Miller Co., N. Y.
Cranberry Canners, S. Hanson, Mass.	Ocean Spray Cranberry	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Apr. 26	Harry M. Frost Co., Boston
R. B. Davis Co., Hoboken, N. J.	Cocomalt	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	Sept. '39-Jan. '40	J. M. Mathes Inc., N. Y.
D'Arrigo Bros., Boston	Andy Boy Vegetables	Gretchen McMullen Hour	Thursday, 9:00-9:15 A.M.	5	Jan. 4-Apr. 4	Badger & Browning, Boston
Deerfoot Farms Co., Southborough, Mass.	Sausage	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Jan. 26	Badger & Browning, Boston
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:30-5:00 P.M.	6	Sept. 24, '39-Mar. 17	Ruthrauff & Ryan, N. Y.
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:30-5:00 P.M.	6	Mar. 24-Apr. 7	Ruthrauff & Ryan, N. Y.
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:30-5:00 P.M.	7	Sept. 29-Mar. 23, '41	Ruthrauff & Ryan, N. Y.
Dryden & Palmer, Long Island City	Gravy Master	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Mar. 29	S. C. Croot Co., N. Y.
Dryden & Palmer, Long Island City	Gravy Master	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 9-Dec. 31	S. C. Croot Co., N. Y.
Dryden & Palmer, Long Island City	Gravy Master	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. 23-Dec. 23	S. C. Croot Co., N. Y.
P. Duff & Son, Pittsburgh	Gingerbread Mix	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. 23-Dec. 23	BBDO., N. Y.
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	Oct. 8, '39-Apr. 28	Harry M. Frost Co., Boston
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	Oct. 6-Mar. 30, '41	Harry M. Frost Co., Boston
Durkee-Mower, Lynn, Mass.	Marshmallow Fluff	Yankee Network News Ser.	Friday, 1:00-1:15 P.M.	18	Apr. 12-Oct. 4	Harry M. Frost Co., Boston
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Yankee Network News Ser.	Daily, 11:00-11:15 P.M.	18	Jan. 1-Sept. 11	Joseph Katz Co., Baltimore
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Yankee Network News Ser.	Daily, 1:00-1:15 P.M.	18	June 2-Sept. 11	Joseph Katz Co., Baltimore
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Yankee Network News Ser.	Daily, 1:00-1:15 P.M.	18	Sept. 12-Nov. 2	Joseph Katz Co., Baltimore
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Yankee Network News Ser.	Tues.-Sat., 11:00-11:15 P.M.	18	May 28-June 1	Joseph Katz Co., Baltimore
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Yankee Network News Ser.	Daily, 1:00-1:15 P.M.	18	Nov. 3-Dec. 31	Joseph Katz Co., Baltimore
Fels & Co., Philadelphia	Fels Naptha	Town Hall Party	Mon., Tues., Thurs., 9:00-9:15 A.M.	5	May 6-Nov. 2	Young & Rubicam, N. Y.
Fels & Co., Philadelphia	Fels Naptha	Town Hall Party	Mon., Tues., Thurs., 9:00-9:15 A.M.	5	Nov. 2-May 1, '41	Young & Rubicam, N. Y.
Florida Citrus Commission, Lakeland, Fla.	Florida Oranges	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Apr. 30	Arthur Kudner, Inc., N. Y.
Fruit Dispatch Co., New York	Melo-ripe Bananas	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Feb. 19-June 28	BBDO., N. Y.
Fruit Dispatch Co., New York	Melo-ripe Bananas	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Mar. 25-June 22	BBDO., N. Y.
Flako Products Corp., New Brunswick, N. J.	Corn Muffin Mix	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-Dec. 23	H. B. LeQuatte Inc., N. Y.
J. B. Ford Co., Wyandotte, Md.	Cleanser	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Feb. 5-Aug. 2	N. W. Ayer & Son, N. Y.
Franciscan Fathers, Garrison, N. Y.	Religious	Ava Maria Hour	Sunday, 2:00-2:30 P.M.	5	Oct. 29, '39-Apr. 21	Donald Peterson, N. Y.
Franciscan Fathers, Garrison, N. Y.	Religious	Ava Maria Hour	Sunday, 2:00-2:30 P.M.	5	Apr. 28-Apr. 20, '40	Donald Peterson, N. Y.

Advertisers Using the Yankee Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Friend Bros., Melrose, Mass.	Food	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	Ingalls-Miniter, Boston
General Food Sales Co., New York	Birdseye Foods	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Mar. 4-May 31	Young & Rubicam, N. Y.
G. Washington Coffee Refining Co., Morris Plains, N. J.	Geo. Wash. Broth	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 8-Dec. 31	Cecil & Presbrey, N. Y.
Gillette Safety Razor Co., Boston	Blue Blades	Yankee Network News Ser.	Mon., Wed., Fri., 6:00-6:15 P.M.	18	Jan. 1-Mar. 29	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Blue Blades	Yankee Network News Ser.	Mon., Wed., Fri., 6:00-6:15 P.M.	18	Apr. 1-June 28	Maxon Inc., N. Y.
Good Luck Food Co., Rochester	Good Luck Deserts	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan 1-June 20	F. A. Hughes Co., Rochester
Good Luck Food Co., Rochester	Good Luck Deserts	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 16-Dec. 31	F. A. Hughes Co., Rochester
Gordon-Pew Fisheries, Gloucester, Mass.	Cod Fish Cakes	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-Dec. 23	H. B. LeQuatte Inc., N. Y.
Gulf Oil Co., Pittsburgh	Gulf Spray	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Apr. 29-Aug. 30	Young & Rubicam, N. Y.
General Motors Sales Co., Boston	Frigidaires	Sales Meeting	Thursday, 8:30-8:45 A.M.	16	Dec. 29 Only	. . . .
Habitant Soup Co., Manchester, N. H.	Pea Soup	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. 23-Dec. 23	H. B. LeQuatte Inc., N. Y.
Hecker Products Co., New York	Ceresota Flour	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 9-Dec. 31	Leo Burnett Co., Chicago
Hecker Products Co., New York	H-O Oats, Presto	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Sept. 6	Erwin, Wasey & Co., N. Y.
Hecker Products Co., New York	H-O Oats, Presto	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-Mar. 22	Erwin, Wasey & Co., N. Y.
Hecker Products Co., New York	H-O Oats, Presto	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Mar. 26-June 22	Erwin, Wasey & Co., N. Y.
H. P. Hood & Son, Boston	Dairy Products	Yankee Swapper	Friday, 8:30-9:00 P.M.	6	Oct. 4-Nov. 8	Harold Cabot Co., Boston
H. P Hood & Son, Boston	Dairy Products	Yankee Swapper	Saturday, 6:30-7:00 P.M.	6	Nov. 2-Mar. 9, '41	Harold Cabot Co., Boston
Hills Bros., New York	Dromedary Products	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Oct. 1-Dec. 31	Biow Co., N. Y.
Geo. A. Hormel Co., Austin, Minn.	Spam	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Mar. 25-Dec. 23	BBDO., Minneapolis
International Salt Co., Scranton, Pa.	Sterling Salt	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 9-Dec. 31	J. M. Mathes Inc., N. Y.
C. M. Kimball Co., Boston	Red Cap Polish	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	June 3-Dec. 31	Wood, Brown & Wood, Boston
Kirkman & Son, Brooklyn	Kirkman's Soap	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	July 1-Dec. 31	N. W. Ayer & Son, Philadelphia
Knox Gelatine Co., Johnstown, N. Y.	Knox Gelatine	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 8-Dec. 7	Kenyon & Eckhardt, N. Y.
Lamont, Corliss & Co., New York	Nestle's Chocolate	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	Cecil & Presbrey, N. Y.
Lamont, Corliss & Co., New York	Nestle's Chocolate	First National Food News	Mon.-Fri., 1:30-2:00 P.M.	8	Dec. 23, '39-Dec. 22, 40	Cecil & Presbrey, N. Y.
Land O'Lakes Creamery, Minneapolis	Butter	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	Campbell-Mithun, Minneapolis
Loose-Wiles Biscuit Co., Long Island City	Krispy Crackers	Sunshine News Reporters	Wed., Fri., 9:00-9:15 A.M.	10	Jan. 3-Apr. 29	Newell-Emmett, N. Y.
Loose-Wiles Biscuit Co., Long Island City	Krispy Crackers	Sunshine News Reporters	Wed., Fri., 9:00-9:15 A.M.	10	Apr. 3-June 28	Newell-Emmett, N. Y.
Loose-Wiles Biscuit Co., Long Island City	Krispy Crackers	Sunshine News Reporters	Wed., Fri., 9:00-9:15 A.M.	10	July 3-Sept. 27	Newell-Emmett, N. Y.
Loose-Wiles Biscuit Co., Long Island City	Krispy Crackers	Sunshine News Reporters	Wed., Fri., 9:00-9:15 A.M.	10	Oct. 2-Dec. 27	Newell-Emmett, N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Yankee Network News Ser.	Mon.-Sat., incl.	18	Sept. 30-Dec. 28	Lennen & Mitchell, N. Y.
Louden Packing Co., Terre-Haute	V-8 Cocktail	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. 23-Dec. 23	Western Adv. Agency, Chicago
Maltex Co., Burlington, Vt.	Maltex	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 23-Dec. 31	S. C. Croot Co., N. Y.
Megowen Educator Co., Lowell, Mass.	Crax	Gretchen McMullen	Thursday, 9:00-9:15 A.M.	5	Jan. 1-Mar. 28	Badger & Browning, Boston
Megowen Educator Co., Lowell, Mass.	Crax	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-Dec. 23	Badger & Browning, Boston
Melville Shoe Corp., New York	Thom McAn Shoes	Fred Lang Views the News	Mon.-Sat., 7:15-7:30 A.M.	2	Sept. 5, '39-Sept. 2	Neff-Rogow, N. Y.
Melville Shoe Corp., New York	Thom McAn Shoes	Fred Lang Views the News	Mon.-Sat., 7:15-7:30 A.M.	2	Sept. 3-Sept. 1, '41	Neff-Rogow, N. Y
Jos. Middleby, Jr., Co., Boston	Midco	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Apr. 1-July 29	Ingalls-Miniter, Boston
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	Henri, Hurst & McDonald, Chicago
C. F. Mueller & Co., Jersey City	Macaroni	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 2-Dec. 27	Kenyon & Eckhardt, N. Y.
Narragansett Brewing Co., Cranston, R. I.	Ale	Yankee Network News Ser.	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	Aug. 31, '39-Aug. 27	Arthur Braitsch Adv., Providence
Narragansett Brewing Co., Cranston, R. I.	Ale	Yankee Network News Ser.	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	Aug. 29-Sept. 30	Arthur Braitsch Adv., Providence
Narragansett Brewing Co., Cranston, R. I.	Ale	Yankee Network News Ser.	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	Oct. 1-Aug. 30, '41	Arthur Braitsch Adv., Providence
Oakite Prods. Co., New York	Oakite	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Mar. 25-Dec. 23	Calkins & Holden, N. Y.
Olney & Carpenter, Wolcott, N. Y.	O. C. Potato Sticks	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	Fuller & Smith & Ross, N. Y.
Penick & Ford, New York	Brer Rabbit Molasses	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Mar. 8	J. Walter Thompson Co., N. Y.
Penick & Ford. New York	Brer Rabbit Molasses	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Sept. 16-Dec. 31	J. Walter Thompson Co., N. Y.
J. L. Prescott Co., Passaic, N. J.	Dazzle	First National Food News	Mon.-Sat., 9:15-9:30	8	Mar. 25-June 22	Chambers & Wiswell, Boston
Reliable Flour Co., Boston	Flour	Gretchen McMullen	Thursday, 9:00-9:15 A.M.	5	Jan. 1-Mar. 28	Bennett, Walther & Menadier, Boston
R J Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert Tobacco	Football Roundup	Tues., Thurs., Sat., 6:15-6:30	16	Oct. 7-Jan. 3	Wm. Esty & Co., N. Y.

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Advertisers Using the Yankee Network During 1940

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert Tobacco	Football Roundup	Tues., Thurs., Sat., 6:15-6:30	16	Oct. 1-Dec. 28	Wm. Esty & Co., N. Y.
Thos. D. Richardson Co., Philadelphia	Candy	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	N. W. Ayer & Son, Philadelphia
Richardson & Robbins, Dover, Del.	R & R Chicken	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-Dec. 23	Chas. W. Hoyt Co., N. Y.
Richfield Oil Corp., New York	Gasoline	Yankee Network News Ser.	Mon.-Fri., 8:00 A.M.	18	Oct. 23, '39-Jan. 11	Sherman K. Ellis Co., N. Y.
Rival Packing Co. Chicago	Rival Dog Food	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Aug. 13	Chas. Silver & Co., Chicago
Rockwood & Co., Brooklyn	Chocolate Bits	Yankee Network News Ser.	Mon.-Fri., 1:00-1:15 P.M.	18	Oct. 7-Jan. 3, '41	Federal Adv. Agency, Boston
Santa Clara Pkg. Co., San Jose, Cal.	Glorietta Peaches	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26-June 22	Direct
Scott Paper Co., Chester, Pa.	Paper Towels	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Mar. 25-June 28	J. Walter Thompson Co., N. Y.
Shefford Cheese Co., Green Bay, Wis.	Cheese	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Dec. 2-Dec. 31	Campbell-Mithun, Minneapolis
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Yankee Network News Ser.	Sunday, 12:00 Noon-6:30	18	Oct. 12, '39-Mar. 17	J. D. Tarcher & Co., N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Yankee Network News Ser.	Mon., Wed., 11:00 P.M.	18	Nov. 13, '39-Mar. 20	J. D. Tarcher & Co., N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Yankee Network News Ser.	Mon.-Sat., 8:00 A.M.	18	Oct. 13-Mar. 23	J. D. Tarcher & Co., N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Yankee Network News Ser.	Sunday, 12:00 Noon-6:30	18	Nov. 24-Mar. 30, '41	J. D. Tarcher & Co., N. Y.
Smith Bros., Poughkeepsie, N. Y.	Cough Drops	Yankee Network News Ser.	Mon., Wed., Fri., 1:00 P.M.	18	Nov. 18-Mar. 31, '41	J. D. Tarcher & Co., N. Y.
Socony-Vacuum Oil, New York	Gasoline	Yankee Network News Ser.	8:00 A.M. & 11:00 P.M.	18	Sept. 27-Sept. 29, '41	J. Sterling Getchell Inc., N. Y.
Socony-Vacuum Oil, New York	Gasoline	Names in the News	Mon., Wed., Fri., 7:45-8:00 P.M.	6	May 1, '39-Jan. 5, '40	J. Sterling Getchell Inc., N. Y.
Socony-Vacuum Oil, New York	Gasoline	Names in the Newr	Mon., Wed., Fri., 7:45-8:00 P.M.	6	....	J. Sterling Getchell Inc., N. Y.
State of Maine, Augusta, Me.	Potatoes	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Mar. 22	Brooke, Smith, French & Dorrance, N. Y.
W. F. Straub & Co., Chicago	Lake Shore Honey	First National Food News	Mon.-Sat., incl., 9:15-9:30	8	Dec. 26, '39-Dec. 23	Mitchell-Faust Adv. Co., Chicago
Sun Rayed Co., Frankfort, Ind.	Kemp's Tomato Juice	Marjorie Mills Houz	Mon.-Fri., 1:30-2:00 P.M.	7	Mar. 4-Dec. 31	Caldwell-Baker Co., Indianapolis
Joseph Tetley & Co. New York	Tetley Tea	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	Direct
Tidewater Associated Oil Co., New York	Gasoline	Yankee Network News Ser.	Mon.-Sat., 6:00-6:15 P.M.	18	Dec. 4, '39-Nov. 30	Lennen & Mitchell, N. Y.
Tidewater Associated Oil Co., New York	Gasoline	Yankee Network News Ser.	Mon.-Sat., 6:00-6:15 P.M.	18	Dec. 2-Nov. 29, '41	Lennen & Mitchell, N. Y.
Wm. Underwood Co., Watertown, Mass.	Clam Chowder	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Dec. 26, '39-Mar. 25	BBDO., Boston
Wm. Underwood Co., Watertown, Mass.	Clam Chowder	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	8	Sept. 23-Dec. 23	BBDO., Boston
Waitt & Bond Inc., Newark	Yankee Cigars	Yankee Network News Ser.	Daily, 6:00 P.M.; Sunday, 6:30 P.M.	18	Dec. 24-Apr. 2	BBDO., N. Y.
Waitt & Bond Inc., Newark	Yankee Cigars	Yankee Network News Ser.	Mon., Wed., Fri., Sun., 6:00 P.M.	18	Apr. 3-Mar. 3, '41	BBDO., N. Y.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Aug. 30	H. W. Kastor & Sons, Chicago
Wheatena Corp., Rahway, N. J.	Wheatena	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Sept. 3	Compton Adv., N. Y.
Whiting Milk Co , Boston	Milk	Marjorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	Jan. 1-Dec. 31	Ingalls-Miniter Co., Boston
Wm. Wrigley, Jr., Co., Chicago	Double Mint Gum	Spreading New England's Fame	Sunday, 6:00-6:30 P.M.	18	Jan. 4-July 7	Neisser-Myerhoff, Chicago
Wm. Wrigley, Jr., Co., Chicago	Double Mimt Gum	Spreading New England's Fame	Sunday, 6:00-6:30 P.M.	18	July 4-Oct. 6	Neisser Myerhoff, Chicago
Wm. Wrigley, Jr., Co., Chicago	Double Mint Gum	Spreading New England's Fame	Sunday, 6:00-6:30 P.M.	18	Oct. 13-Jan. 5, '41	Neisser Myerhoff, Chicago

Cooperation Means . . .
We BOTH Get Results

Yankee Network advertisers have worked side by side with us in New England in presenting well rounded, audience-building programs and promotions. Our part is to provide the unparalleled acceptance of our 19 stations by an audience that buys merchandise. Our advertisers by their year-in and year-out contracts leave us grateful to them for these demonstrations of confidence in our combined efforts.

The YANKEE NETWORK

21 Brookline Ave., Boston, Mass.
Edward Petry & Co., Inc., *National Sales Representatives*

Advertisers Using the Colonial Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Safety Razor Co., New Tork	Treet Blades	Wythe Williams	Tues. & Thurs., 8:00-8:15 P.M.	14	9/10/40-9/4/41	Federal Adv. Agency, N. Y.
American Tobacco Co., New York	Lucky Strike Cigarettes	Kay Kyser's College	Thursday, 8:00-9:00 P.M.	10	1/4/40-5/9/41	Lord & Thomas, N. Y.
Atlantic Refining Co., Philadelphia	Atlantic Gasoline	Co-sponsor Baseball Games	Daily except Sunday, 3:00-5:30 P.M.	15	4/18/40-10/1/40	N. W. Ayer & Son, N. Y.
Community Opticians, Boston	Optical Service	Man at the Ball Park Quiz	Daily except Sunday, 2:45-3:00 P.M.	4	4/30-9/28	Commonwealth Adv. Agency, Boston
St. Anthony Friers, Garrison, N. Y.	St. Anthony Hour	St. Anthony Hour	Sunday, 3:00-3:30 P.M.	3-5	9/8-8/31/41	Donald Peterson, N. Y.
General Baking Co., New York	Bond Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	6	2/12-8/10/40	BBDO, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing	Mon.-Fri., 10:00-10:15 P.M.	14	6/28-6/23/41	J. Walter Thompson Co., N. Y.
General Mills, Minneapolis	Wheaties	Co-Sponsor, Baseball	Daily, except Sunday	15	4/18-10/1	Knox Reeves, Minneapolis
Gillette Safety Razor Co., Boston	Blue Blades	World Series	1:15 P.M.	18	....	Maxon Inc., N. Y.
Gospel Broadcasting Assn., Los Angeles	Religious	Religious	Sunday, 9:00-10:00 P.M.	15	12/31/39-12/22/40	R. H. Alber Co., Los Angeles
Howard Clothes, Brooklyn	Clothes	Show of the Week	Sunday, 6:30-7:00 P.M.	3	3/31/40-6/23/40	Redfield-Johnstone, N. Y.
Ironized Yeast Co., Atlanta	Yeast	The Goodwill Hour	Sunday, 10:00-11:00 P.M.	5	1/7-4/14	Ruthrauff & Ryan, N. Y.
V. La Rosa & Sons, Brooklyn	Macaroni	Italian Melodies	Tuesday, 8:30-9:00 P.M.	5	11/12-5/6/41	Commercial Radio Service, N. Y.
V. La Rosa & Sons, Brooklyn	Macaroni	Italian Melodies	Daily 1:00-1:15 P.M.	3	9/12/39-9/10/40	Commercial Radio Service, N. Y.
V. La Rosa & Sons, Brooklyn	Macaroni	Italian Melodies	Daily 1:00-1:15 P.M.	3	9/11-9/10/41	Commercial Radio Service, N. Y.
Larus & Bros. Co., Richmond	Edgeworth Tobacco, Domino Cigarettes	Hockey Games	Tues. & Sun., 9:45 to End	9-5	11/14/39-4/2/40	Warwick & Legler, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Soldiers' Quiz	Saturday, 8:00-8:30 P.M.	18	11/2-1/25/41	Lennen & Mitchell, N. Y.
Lutheran Laymen's League, St. Louis	Religion	Religious	Sunday, 1:30-2:00 P.M.	9	9/20/39-9/21/40 9/27-4/20/41	Kelly, Stuhlman & Zahrndt, St. Louis
MacFadden Publications, New York	Magazine	Frank Luther	Mon., Wed., Fri., 1:00-1:15 P.M.	15	7/31-10/28	Arthur Kudner Inc., N. Y.
Paramount Pictures, New York	Motion Pictures	World In Flames	10:15-10:30 P.M.	16	10/24 Only	Buchanan & Co., N. Y.
Richfield Oil Corp., New York	Gasoline	Confiidentially Yours	Tues., Thurs., Sat., 7:30-7:45 P.M.	6-8	1/6-12/28	Sherman K. Ellis Inc., N. Y.
Rosary Hour, Buffalo	Religious	Religious	Sunday, 5:00-6:00 P.M.	5	11/5/39-4/28	Direct
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.	13	1/22-7/5	Blackett-Sample-Hummert, Chicago
Wander Co., Chicago	Ovaltine	Carters of Elm Street	Mon.-Fri., 12:45-1:00 P.M.	13	1/22-7/5	Blackett-Sample-Hummert, Chicago
Wander Co., Chicago	Ovaltine	Captain Midnight	Mon.-Fri., 5:45-6:00 P.M.	13	9/30-7/4/41	Blackett-Sample-Hummert, Chicago
White Laboratories, New York	Feenamint	Double or Nothing	Sunday, 6:00-6:30 P.M.	13	9/29-9/24/41	Wm. Esty & Co., N. Y.
General Mills, Minneapolis	Wheaties	Baseball Games	Daily except Sunday	18	4/18-10/1	Knox Reeves, Minneapolis
Gillette Safety Razor Co., Boston	Blue Blades	Pro. Football Game	Sunday, 1:30 to Conclusion Dec. 8th Only	17	12/8	Maxon Inc., Detroit

Business That Is of Mutual Advantage!

Advertisers select The Colonial Network on the basis of wide coverage and proven local acceptance at economical cost. These advertisers, who know our facilities, have found that our 19 home-town stations are constantly building increased audiences of neighborly, responsive buyers. These listeners recognize the friendly cooperative efforts of ourselves and our advertisers and accept us in the true New England spirit of mutual effort.

THE COLONIAL NETWORK

21 Brookline Ave., Boston, Mass.

Edward Petry & Co., Inc., *National Sales Representatives*

Advertisers Using the Don Lee Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Safety Razor Co., New York	Star Razors	Wythe Williams	Tues., Thurs., 7:30-7:45 P.M.	30	Sept. '40-Sept. '41	Federal Adv. Agency, N. Y.
American Economic Foundation, Cleveland	....	Wake Up America	Monday, 9:45-10:45 P.M.	30	Sept. '40-Feb. '41	Bayless-Kerr Co., Cleveland
Bank of America, Los Angeles	Savings	Dr. Giannini	Monday, 9:30-10:00 P.M.	16	May 6, 1940	Charles Stuart Co., San Francisco
Bank of America, Los Angeles	Savings	Dr. Giannini	Thursday, 9:30-9:45 P.M.	16	October 17, 1940	Charles Stuart Co., San Francisco
George Belsey Co., Los Angeles	Electrical Appliances	Sales Meeting	Friday, 8:00-8:15 A.M.	6	October 18, 1940	Dan B. Miner Co., Los Angeles
George Bailey Hat Co., Los Angeles	Hats	Hat's Off	Wednesday, 10:45-10:50 A.M.	16	Oct. '40-Nov. '40	Lee Ringer Adv. Co., Los Angeles
Basic Foods, Los Angeles	Health Bread	Dr. Springer	Mon.-Fri., 12:15-12:30 A.M.	3	Feb. '40—	Elucisator Publications, Los Ang
Bayuk Cigars, Philadelphia	Bayuk, Phillies Cigars	Sports News	Tues., Thurs., Sat., 7:15-7:30 P.M.	4	Dec. '39-June '41	Ivey & Ellington, Philadelphia
Bell & Co., Orangeburg, N. Y.	Bell-ans	Red River Dave	Tues., Thurs., 11:45-12:00 Noon	2	Dec. '39-Apr. '40	Anderson, Davis & Platte, N. Y.
Bond Stores, Los Angeles	Clothing (Men's)	News	Tues, Thurs., Sat., 7:45-8:00 A.M.	2	Dec. '39-Sept. '41	Neff-Rogow, N. Y.
Bond Stores, Los Angeles	Clothing (Men's)	News	Sun., Tues., Wed., Thurs., Fri., 10:30-10:45 P.M.	2	Oct. '40-Sept. '41	Neff-Rogow, N. Y.
Borden's Milk Co., San Francisco	Dairy Products	News	Mon.-Sat., 4:30-4:40 P.M.	7	Apr. 1, 40-Sept. 28,'40	McCann-Erickson, San Francisco
Bristol-Myers Co., New York	Minit Rub	News	Mon., Wed., Fri., 7:45-8:00 A.M.	2	Dec. '39-Dec. '40	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Sal Hepatica	News	Tues., Thurs., Sat., 6:30-6:45 P.M.	2	Dec. '39-Dec. '40	Young & Rubicam, N. Y.
Brown & Williamson Tobacco Co., Louisville	Tobacco, Avalon	News & Views Twilight Trails	Mon., Wed., Fri., 6:30-6:45 P.M.; Tues., Thurs., 8:45-9:00 P.M.	30 30	Dec. '39-Sept. '40 Dec. '39-Sept. '40	Russell M. Seeds Co., Chicago Russell M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Tobacco, Avalon	Saturday Nite Party	Saturday, 9:15-12:00 Midnite	30	April '40-Aug. '40	Russell M. Seeds Co., Chicago
Brown & Williamson Tobacco Co., Louisville	Tobacco, Wings	Barbers of Beeville	Mon.-Fri., 9:15-9:30 P.M.	30	Jan. '40-April '40	Russell M. Seeds Co., Chicago
Crowell Publishing Co., New York	Colliers Magazine	Jean Abbey	Monday, 9:00-9:15 A.M.	32	Dec. '39—	McCann-Erickson, N. Y.
Crew of Good Ship Grace, Los Angeles	Religious	Haven of Rest	Tues., Thurs., Sat., 10:00-10:30 A.M.	30	Oct. '40-Sept. '41	Cochran Adv. Co., Los Angeles
Cudahy Packing Co., Chicago	Dutch Cleanser	Bachelor's Children	Mon.-Fri., 10:45-11:00 A.M.	32	April '40-Mar. '41	Roche, Williams & Cunnyngham, N. Y.
Detrola Corp., Detroit	Radios	Fulton Lewis, Commentator	Mon., Wed., Fri., 10:30-10:45 P.M.	2	Dec. '39-Jan. '40	Bass-Luckoff, Detroit
S. M. Frank Co., New York	Medico Pipes	Sportscast	Saturday, 5:30-5:45 P.M.	5	Oct. '40-Nov. '40	E. T. Howard Co., N. Y.
General Mills, San Francisco	Cereal, Flour	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	14	Dec. '39-April '40	Westco Adv. Agency, San Francisco
General Cigar Co., New York	White Owl Cigar	Raymond Gram Swing	Mon.-Fri.,7:00-7:15 P.M.	32 7	June '40-Dec. '40 Mar. '40-June '40	J. Walter Thompson Co., N. Y.
General Cigar Co., New York	Van Dyck Cigar	Answer Man	Sun., Wed., 8:00-8:15 P.M.	32	Mar. '40-Mar. '41	Federal Adv. Agency, N. Y.
Ghirardelli Co., San Francisco	Chocolate	Show of The Week	Sunday, 3:30-4:00 P.M.	6	Sept. '40-Sept. '41	Erwin, Wasey & Co., San Francisco
Gillette Safety Razor Co., Detroit	Razors	World Series	Wed.-Tues., 10:45-1:00 A.M.	32	Oct. 2-8, '40	Maxon Inc., Detroit
Gospel Broadcasting Ass'n., Los Angeles	Religious	Gospel Hour	Sunday, 6:00-7:00 P.M.	32	Dec. '39-Dec. '40	R. H. Alber Co., Los Angeles
Healthaids Inc., Jersey City	Serutan	News	Sat., Sun., 9:00-9:15 P.M.	5	Dec. '39-Sept. '41	Raymond Spector, N. Y.
Healthaids Inc., Jersey City	Serutan	Norman Brokenshire	Mon., Wed., Fri., 6:45-7:00 P.M.	5	May '40-Aug. '40	Raymond Spector, N. Y.
Healthaids Inc., Jersey City	Serutan	News	Sun., Wed., Fri., 10:30-10:45 P.M.	5	Oct. 2-18, '40	Raymond Spector, N. Y.
Healthaids Inc., Jersey City	Serutan	Victor Lindlahr	Mon.-Fri., 9:00-9:15 A.M.	5	Sept. '40-Sept. '41	Raymond Spector, N. Y.
Haas Bros., San Francisco	Iris Brand Groceries	Prize Basket	Tues., Fri., 10:30-10:45 A.M.	10	Feb. '40-Aug. '40	J. H. Diamond Co., San Francisco
Dr. Hiss, Los Angeles	Foot Health	Flying Feet	Monday, 11:30-12:00 Noon	2	Jan. '40-Jan. '41	Ruth Hamilton, Los Angeles
Interstate Bakeries, Los Angeles	Bakery Products	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	8	Dec. '39-Dec. '40	Scholts Adv. Service, Los Angeles
Ironized Yeast Co., Atlanta	Yeast	Good-Will Hour	Sunday, 7:00-8:00 P.M.	32	Dec. '39-April '40	Ruthrauff-Ryan, N. Y.
Kilpatrick Bakery, Oakland	Bakery Goods	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	3	Dec. '39-Dec. '40	Emil Reinhardt, Oakland
K's Beverage, Los Angeles	K's Beverages	Swing with Your Favorite Band	Monday, 8:30-9:00 P.M.	3	Aug. 12, '40-Nov. '40	Brisacher, Davis & Staff, Los Angeles
Langendorf United Bakeries, San Francisco	Bakery Goods	News Shafter Parker	Mon.-Fri., 10:00-10:15 A.M.; 5:30-5:45 P.M.	32	Sept. '40-Sept. '41	Leon Livingston Adv. Agency, San Francisco
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It Sensational Quizzes	Tues., Thurs., 7:30-7:45 P.M. Tues., Thurs., 7:45-8:00 P.M.	30	Feb. '40-May '40 Oct. '40-Jan. '41	Lennen & Mitchell, N. Y.
Joe Lowe Corp., New York	Popsicles	Buck Rogers	Saturday, 12:15-12:45 P.M.	32	May '40-July '40	Biow Co., N. Y.
Loma Linda Co., Los Angeles	Health Products	Romance of Stamps	Tues., Thurs., 5:30-5:45 P.M.	5	Dec. '39—	Lisle Sheldon Adv. Agency, Los Angeles
Lutheran Laymen's League, St. Louis	Religious	Lutheran Hour	Sunday, 1:30-2:00 P.M.	32	Dec. '39-April '40 Oct. '40-April '41	Kelly, Stuhlman & Zahrndt, St. Louis

Advertisers Using the Don Lee Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Dr. Miles California Co., Los Angeles	Alka Seltzer	News	Mon.-Sat., 9:00-9:15 P.M.	32	Dec. '39-May '40	Associated Adv., Los Angeles
Dr. Miles California Co., Los Angeles	Alka Seltzer	Friendly Neighbors News	Mon.-Fri., 11:00-11:15 A.M. Mon.-Fri., 9:00-9:15 P.M.	32 32	May '40-April '41 May '40-April '41	Associated Adv., Los Angeles
MacFadden Publication, New York	True Story Liberty	I'll Never Forget Gabriel Heatter	Mon., Wed., Fri., 9:00-9:15 A.M. Thurs., Sat., 7:30-7:45 P.M.	32 3	July '40-Oct. '40 June '40-Dec. '40	Arthur Kudner Inc., N. Y. Erwin, Wasey & Co., N. Y.
Mission Hosiery, Los Angeles	Hollyvogue Hosiery	Radio Charades	Monday, 8:30-8:45 P.M.	2	March '40-May '40	Sidney Garfinkle Adv. Agency, Los Angeles
Neighbors of Woodraft, Portland, Ore.	Insurance	Neighbors of Woodraft	Tues., Thurs., 8:00-8:30 A.M.	32	April '30-Jan. '41	Mac Wilkins & Cole, Portland
National Prayer Conference, Chicago	Religion	Nat'l Prayer Conference	Sunday, 4:00-4:30 P.M.	7	Oct. '40—	....
Noxzema Chemical Co., New York	Noxzema	Quiz of Two Cities	Friday, 8:00-8:30 P.M.	3	Oct. '40-Jan. '41	Ruthrauff & Ryan, N. Y.
Par Soap Co., San Francisco	Par Soap	Dorothy Thompson	Sunday, 5:45-6:00 P.M.	7	Oct. '40-Nov. '40	Tomaschke-Elliott, Oakland
Paramount Pictures, New York	Pictures	World In Flames	Thursday, 9:30-9:45 P.M.	32	Oct. 24, '40	Buchanan Co., N. Y.
Pacific Greyhound Lines, San Francisco	Transportation	Romance of Highways	Sunday, 10:00-10:15 A.M.	19	Dec. '39-Dec. '40	Beaumont & Hohman, San Francisco
Lydia E. Pinkham Medicine Co., New York	Medicine	Voice of Experience	Mon., Wed., Fri., 10:45-11:00 A.M.	5	Dec. 1-22, '39	Erwin, Wasey & Co., N. Y.
Roma Wine Co., San Francisco	Wines	World's Fair Party Cracker Barrell Forum	Saturday, 6:00-6:30 P.M. Tues., Thurs., 7:15-7:30 P.M.	16 16	Dec. '39-Sept. '40 Oct. '40-Sept. '41	Cesana & Associates, San Francisco
Dr. Ross Co., Los Alamitos	Silverfoam Soap, Dog & Cat Food	Mirandy	Saturday, 8:00-8:05 A.M.	32	Jan. 6-13, '40	Howard Ray, Los Angeles
Safeway Stores, Los Angeles	Staple Groceries	Frost Warnings	Nightly, 8:30-8:45 P.M. Nightly, 9:15-9:30 P.M.	9 9	Dec. '39-Feb. '40 Nov. '40-Feb. '41	Lord & Thomas, Los Angeles
See's Candy, Los Angeles	Candy	News & News Hokum	Mon.-Fri., 10:00-10:15 A.M.	4	Feb. '40-March '40	Elwood Robinson Adv. Agency, Los Angeles
Shell Oil Co., San Francisco	Petroleum Products	Sales Meeting	Tuesday, 6:30-6:45 A.M.	32	May 14, '40	J. Walter Thompson Co., N. Y.
Seventh Day Adventists, Los Angeles	Religion	Voice of Prophecy	Sunday, 9:15-9:45 P.M.	16	Dec. '39-Dec. '40	Lisle Sheldon Adv. Agency, Los Angeles
Sperry Flour Co., San Francisco	Flour	Valentine Cake Roses In Snow	Monday, 10:15-10:30 A.M. Thursday, 10:30-10:45 A.M.	32 32	Feb. 12, '40 May 9, '40	Westco Adv. Co., San Francisco
Sunset Oil Co., Los Angeles	Petroleum Products	Help Thy Neighbor	Sunday, 3:00-3:30 P.M.	7	Dec. '40-Jan. '41	Pacific Market Builders, Los Angeles
Sunnyvale Packing Co., San Francisco	Rancho Soup	Breakfast Club	Mon.-Sat., 8:40-8:45 A.M. Tues., Thurs., Sat., 8:40-8:45 A.M.	9 9	Mar. '40-June 22, '40 June 25, '40-Oct. 10, '40	Lord & Thomas, San Francisco
Sunnyvale Packing Co., San Francisco	Rancho Soup	Breakfast Club	Mon., Wed., Fri., 8:40-8:45 A.M.	32	June 24-Oct. 11, '40	Lord & Thomas, San Francisco
Swift & Co., Chicago	Meat Packing	Sales Meeting of the Air	Saturday, 8:00-8:15 A.M.	5	May 18, '40	J. Walter Thompson Co., Chicago
Standard Oil Co. of Cal., San Francisco	Petroleum Products	Standard School Standard Symphony	Thursday, 11:15-11:45 A.M. Thursday, 8:00-9:00 P.M.	32 30	Oct. 17, '40-May '41 Oct. 3, '40-May '41	McCann-Erickson, San Francisco
Tea Garden Products, San Francisco	Groceries	I Want a Divorce	Friday, 8:30-9:00 P.M.	30	Oct. '40-May '41	Brisacher, Davis & Staff, San Francisco
Thrifty Drug Co., Los Angeles	Drugs, Sundries	This Is Magic	Monday, 7:15-7:30 P.M.	4	Jan. '40-July '40	Milton Weinberg Adv. Agency, Los Angeles
Tidewater Associated Oil Co., San Francisco	Petroleum Products	Football	Monday, 1:45-4:00 P.M.	32	7 Fall Games	Lord & Thomas, San Francisco
United Air Lines, Los Angeles	Transportation	Boake Carter	Wed., Sat., 9:45-10:00 P.M.	5	Oct. '40-Jan. '41	N. W. Ayer & Son, N. Y.
Wander Co., Chicago	Ovaltine	Capt. Midnite	Mon.-Fri., 5:45-6:00 P.M.	32	Sept. '40-Sept. '41	Blackett-Sample-Hummert, N. Y.
Wander Co., Chicago	Ovaltine	Carters of Elm Street Orphan Annie	Mon.-Fri., 9:45-10:00 A.M. Mon.-Fri.,5:45-6:00 P.M.	32	Jan. '40-July '40	Blackett-Sample-Hummert, N. Y.
Wander Co., Chicago	Ovaltine	Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.	14	Dec. '39-Jan. '40	Blackett-Sample-Hummert, N. Y.
Wheeling Steel Corp., Wheeling, W. Va.	Steel Products	Its Wheeling Steel	Sunday, 2:00-2:30 P.M.	13	Dec. '39-June '40 Oct. '40-June '41	Critchfield & Co., Chicago
White Laboratories, New York	Feenamint, Chooz	Double or Nothing	Monday, 8:00-8:30 P.M.	30	Sept. '40-Sept. '41	Wm. Esty & Co., N. Y.
Wilshire Oil Co., Los Angeles	Economy & Polly Gas	Pull Over Neighbor	Monday, 8:00-8:30 P.M.	16	Dec. '39-Oct. '40	Dan B. Miner, Los Angeles
Young People's Church of Air, Los Angeles	Religious	Religious	Sunday, 12:30-1:00 P.M.	6	Oct. '40-Dec. '40	R. H. Alber Co., Los Angeles

The Timeliest News in Radio: *read "Goin' Places"*

. . . page 195 and "Thanks to FM" . . . page 378

LANG-WORTH FEATURE PROGRAMS, INC., 420 Madison Ave., N. Y. C.

Advertisers Using the Texas Quality Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Burrus Mill & Elevator Co., Fort Worth	Light Crust Flour	Light Crust Doughboys	Mon.-Fri., 12:30-12:45 P.M.	3	9/11/34-1941	Rowland Broiles, Fort Worth
Crazy Mineral Water Co., Mineral Wells, Tex.	Crazy Crystals	Jack Amlung's Orch.	Mon.-Fri., 12:45-1:00 P.M.	3	9/11/34-1941	Rogers & Smith Agency, Dallas
Duncan Coffee Co., Houston	Bright & Early Coffee	Bright & Early Choir	Sunday, 9:00-9:30 A.M.	3	9/11/38-6/11/39 9/10/39-1941	Steele Adv., Houston
Employers Casualty Co., Dallas	Casualty Ins.	Music Parade	Sunday, 1:45-2:00 P.M.	3	2/10/35-1941	Ira De Jernett Agency, Dallas
Hawk & Buck Co., Fort Worth	Work Clothing	Red Hawks	Saturday, 12:30-12:45 P.M.	3	1/4/36-1941	P. J. Beyett Jr., Forth Worth
Humble Oil & Rfg. Co., Houston	Humble Prod.	Football Games	Saturdays	3	10/3/36-12/7/40	Franke-Wilkinson-Schiwetz, Houston
Imperial Sugar Co., Sugarland	Imperial Sugar	Rhythm Rally Melody Souveniers Songs to Remember	Mon., Wed., Fri., 8:45-9:00 A.M.	3	10/1/37-1941	Tracy-Locke-Dawson, Dallas
Interstate Cotton Oil Rfg. Co., Sherman	Mrs. Tucker's Shortening	Mrs. Tucker's Smile	Mon.-Fri., 12:15-12:30 P.M.	2	4/2/37-1941	Crook Adv. Agency, Dallas
Dr. Pepper Co., Dallas	Dr. Pepper Beverage	House Party	Saturday, 6:30-7:00 P.M.	3	10/7/39-3/30/40	Tracy-Locke-Dawson, Dallas
South Texas Cotton Oil, Houston	Crustene Shortening	Good Neighbors of the Air	Mon., Wed., Fri., 1:00-1:15 P.M.	3	9/25/39-7/22/40	Tracy-Locke-Dawson, Dallas
Byer-Rolnick Hat Co., Garland, Tex.	Resistol Hats	From Pages of Time	Thursday, 9:15-9:30 P.M.	3	8/29-11/21/40	Sig Badt Agency, Dallas
Mahdeen Co., Nacogdoches, Tex.	Mahdeen Shampoo & Hair Tonic	Mahdeen Mystery Theater	Sunday, 5:30-6:00 P.M.	3	9/8/40-8/31/41	Grant Adv. Agency, Dallas
Custodian Toiletries, Inc.	Custodian Face Powder	Ship of Songs	Thursday, 7:45-8:00 P.M.	3	3/31/40-6/20/40	H. W. Kastor & Sons, Chicago
Gulf Brewing Co., Houston	Grand Prize Beer	Prize Parade	Tues., Thurs., Sat., 6:45-7:00 P.M.	3	10/1/40-9/27/41	Rogers-Gano, Houston
Southern Pacific Lines, Houston	Railroad	Sugar Bowl Trophy	Saturday	3	1/27/40 Only	Rogers Gano, Houston
Delaware Punch Co. of America, San Antonio	Beverage	Your Children	Tues.-Thurs., 10:30-10:45 A.M.	3	3/12-9/12/40	Payne Adv. Agency, San Antonio
Chattanooga Medicine Co., Chattanooga	Black Draught	Tom Dickey	Mon., Wed., Fri., 6:45-7:00 A.M.	2	9/16/40-1941	Nelson Chessman, Chattanooga

TEXAS IS A BIG STATE!

WFAA-DALLAS
WBAP-FT. WORTH
KPPC-HOUSTON
SAN ANTONIO-WOAI
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USE THE

TEXAS QUALITY NETWORK

WOAI San Antonio • WFAA-WBAP Dallas - Fort Worth • KPRC Houston

It has the big stations
It has the big programs

... it covers Texas like a blanket of snow

Tell US your Texas problems or
ask the nearest representative of

EDWARD PETRY & CO., INC.

Advertisers Using Michigan Radio Network During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Automobile Club of Michigan, Detroit	Insurance	Baseball Scores	Immed. Following Tiger Baseball Games	9	4/16/40-9/29/40	Brooke, Smith & French, Detroit
Bravo Products Co., Detroit	Soap Cleanser	Ben Sweetland	Mon.-Fri., 9:45-10:00 P.M.	7	1/15/40-4/12/40	Campbell-Ewald Co., Detroit
Drewery Ltd. of U.S.A., South Bend, Ind.	Beer	Earle & Pete	Tues. & Thurs., 6:15-6:30 P.M.	7	3/5/40-2/25/41	R. A. Moritz Co., Davenport, Ia.
Ford Dealers Adv. Fund, Detroit	Ford	Michigan State Police Story	Wednesday, 7:00-7:30 P.M.	7	6/19/40-9/11/40	McCann Erickson, Detroit
Gospel Broadcasting Assn., Los Angeles	Religious	Old Fashioned Gospel Hour	Sunday, 3:00-4:00 P.M.	7	10/6/40-12/29/40	R. H. Alber Co., Los Angeles
Hickok Oil Corp., Toledo	Hi-Speed Gas-Oil & Products	The Factfinder	Mon., Wed., Fri., 6:15-6:30 P.M.	7	1/1/40-12/31/40	None
Walter H. Johnson Candy Co., Chicago	Powerhouse Candy Bar	Ned Jordan—Secret Agent	Tuesday, 7:30-8:00 P.M.	7	8/13/40-TF	Franklin Bruck Adv. Corp., N. Y.
Koppitz-Melchers Brewing Co., Detroit	Koppitz Silver Star Beer	Bud Shaver (Sports)	Mon.-Fri., 5:45-6:00 P.M.	7	4/16/40-11/29/40	Livingstone-Porter-Hichs, Detroit
Lutheran Laymen's League, St. Louis	Religious	Lutheran Hour	Sunday, 1:30-2:00 P.M.	7	12/24/39-4/21/40	Kelly, Stuhlman & Zahrndt, N. Y.
General Mills, Minneapolis	Wheaties	Detroit Tiger Baseball Games (Home & Away)	Every Alternate Game Played During Season	6	4/16/40-10/29/40	Knox-Reeves, Minneapolis
P. Lorillard Co., New York	Old Gold	Texas Rangers	Tues., Thurs., 6:45-7:00 P.M.	7	10/22/40-1/16/40	Lennen & Mitchell, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Day In Review	Mon.-Fri., 6:00-6:15 P.M.	7	1/15/40-4/12/40	Franklin Bruck Adv. Corp., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Day In Review	Mon.-Fri., 6:30-6:45 P.M.	7	6/24/40-12/13/40	Franklin Bruck Adv. Corp., N. Y.
Peter Fox Brewing Co., Chicago	Fox Delux Beer	Football Forecasts	Friday, 9:30-9:45 P.M.	7	10/11/40-1/3/40	Schwimmer & Scott, Chicago
Stroh Brewing Co., Detroit	Stroh Beer	Gus Haenschen Orch.	Thursday, 7:30-8:00 P.M.	7	3/25/40-7/25/40	Zimmer-Keller, Detroit
Socony Vacuum Oil Co., New York	Mobil Gas, Oil & Products	Detroit Tiger Baseball Games (Home & Away)	Every Alternate Game Played During Season	6	4/16/40-10/29/40	J. Sterling Getchell Inc., Detroit
Tivoli Brewing Co., Detroit	Alter-Lager	Baseball Extra	Mon., Wed., Fri., 6:00-6:15 P.M.	7	3/4/40-4/12/40	McManus, John & Adams, Detroit
Tivoli Brewing Co., Detroit	Alter-Lager	Fan on the Street (With Harry Heilman)	Mon.-Fri., 12:45-1:00 P.M.	7	4/19/40-9/29/40	McManus, John & Adams, Detroit
Theisen & Clements, Detroit	D-X Gasoline	Octane Rhythm	Friday, 7:00-7:15 P.M.	6	4/26/40-7/19/40	M. H. Willis Adv. Agency, Detroit
United Drug Co., Boston	Rexall Drugs	Parade of Stars	15 Minutes	7	8 (15 Mins. Shows) per Year	Spot Broadcasting, N. Y.
Wesley Radio League, Detroit	Religious	Holy Week Program	Mon.-Fri., 1:30-2:00 P.M.	7	3/18/40-3/25/40	Aircasters Inc., Detroit
American Chicle Co., Long Island City	Dentyne Gum	Announcements	....	7	2/6/40-3/13/40 50 Spots	Badger, Browning & Hersey, N. Y.
Carter Products, New York	Carter's Little Liver Pills	Announcements	1 Spot per Day	7	1/16/40-1/13/41	Spot Broadcasting, N. Y.
Deisel-Wemmer-Gilbert, Detroit	San Felice Cigars	Announcements	Mon., Wed., Fri., 7:30 P.M.	7	5/27/40-12/31/40	Century Adv. Agency, Detroit
Frankenmuth Brewing Co., Detroit	Beer	Announcements	12:00 Noon	7	156 Spots 4/16/40-9/28/40	Drum Agency, Detroit
Michigan Beet Sugar Assn., Detroit	Sugar	Announcements	Mon.-Fri., 10:00 A.M.	7	1/17/40-7/16/40	Zimmer & Keller, Detroit
Lydia E. Pinkham Medicine Co., Molden, Mass.	Lydia Pinkham Pills	Announcements	2 Announcements per Day	7	3/18/40-6/14/40	Erwin, Wasey & Co., N. Y.
Roman Cleanser Co., Detroit	Soap Cleanser	Announcements	2 Spots per Week	7	1/1/40-12/31/40	Gleeson Adv. Agency, Detroit
Swift & Co., Chicago	Oz Peanut Butter	Announcements	10 Spots per Week	7	9/12/40-12/11/40	J. Walter Thompson Co., Chicago
Shell Oil Co., New York	Gasoline	Announcements	Sun.-Sat., 1 Announcement	7	13 Weeks	J. Walter Thompson Co., N. Y.
Standard Oil Co. of Indiana, Indianapolis	Oil	Announcements	Mon.-Sat., 12:00 Noon	7	3/18/40-6/15/40	McCann-Erickson, Chicago
Westgate Sea Products Co., San Diego	Canned Goods	Announcements	2 Announcements per Day	7	65 Spots 2/5/40-5/3/40	Barnes-Chase Co., San Diego

MICHIGAN IS AMERICA'S TOP RANKING MARKET IN PRODUCTION-SALES-PAY ROLL

AND THE TESTED AND PROVEN COVERAGE OF THIS GREAT FOUR MILLION POPULATION MARKET IS

MICHIGAN RADIO NETWORK

WXYZ—KEY STATION—DETROIT

KING-TRENDLE BROADCASTING CORPORATION

Advertisers Using Canadian Broadcasting Corp. Networks During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Campbell Soup Co., New Toronto	Soups	Campbell Playhouse	Sunday, 10:00-11:00 P.M.	14	Jan. '40-Mar. '40	Ward Wheelock Co., Philadelphia
Carnation Co., Toronto	Milk	Contented Program	Monday, 10:00-10:30 P.M.	31 21 eff. July	Jan. '40-Sept. '40	Baker Adv. Agency, Toronto
Colgate-Palmolive-Peet Co., Toronto	Palmolive Soap, Shave Cream	The Happy Gang	Mon., Wed., Fri., 1:00-1:30 P.M. 2:00-2:30 P.M. eff. Oct.	32	Jan. '40-June '40 Oct. '40-Dec. '40	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cue Dentifrice, Palmolive Shave Cream	Share the Wealth	Saturday, 8:00-8:30 P.M.	31	Jan. '40-June '40	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cue Dentrifrice, Palmolive Shave Cream	Share the Wealth	Saturday, 8:30-9:00 P.M.	31	Oct. '40-Dec. '40	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Wayne King	Saturday, 8:30-9:00 P.M.	29	Oct. '39-June '40	Lord & Thomas of Canada, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Products	Sweet & Swing	Saturday, 8:00-8:30 P.M.	31	Oct. '40-Dec. '40	Lord & Thomas of Canada, Toronto
General Foods, Toronto	Jell-O	Jack Benny	Sunday, 7:00-7:30 P.M.; Sunday, 8:00-8:30 P.M., eff. Oct. '40	27	Jan. '40-June '40 Oct. '40-Dec. '40	Baker Adv. Agency, Toronto
General Foods, Toronto	Maxwell House Coffee	Good News	Thursday, 9:00-10:00 P.M.	26	Jan. '40-Feb. '40	Baker Adv. Agency, Toronto
Gillette Safety Razor Co. of Canada, Montreal	Razor Blades	World Series	2:15 P.M. to end of game	41	Oct. 2-3-4-5-6-7-8, '40	Maxon Inc., Detroit
L. O. Grothe Ltd., Montreal	Grads Cigarettes	La Petite Cigarettiere	Wednesday, 10:00-10:15 P.M.	7	Apr. '40-June '40	Canadian Adv. Agency, Montreal
L. O. Grothe Ltd., Montreal	Grads Cigarettes	S. V. P.	Wednesday, 9:00-9:30 P.M.	5	Oct. '40-Dec. '40	Canadian Adv. Agency, Montreal
L. O. Grothe Ltd., Montreal	St. Regis Tobacco	Les Chevaliers St. Regis	Tues. & Thurs., 7:15-7:30 P.M.	5	Oct. '40-Dec. '40	Canadian Adv. Agency, Montreal
Imperial Oil Ltd., Toronto	Gas and Oil	NHL Hockey	Saturday, 9:00-10:30 P.M.	39	Nov. '39-Apr. '40 Nov. '40—	MacLaren Adv. Co., Toronto
Imperial Oil Ltd., Toronto	Gas and Oil	NHL Hockey	Thurs. & Sat., 9:00-10:30 P.M.	7	Nov. '39-Apr. '40 Nov. '40—	MacLaren Adv. Co., Toronto
International Silver Co. of Canada, Hamilton	Community Plate	Silver Theatre	Sunday, 6:00-6:30 P.M.; 7:00-7:30 P.M., eff. Oct. '40	32	Jan. '40-May '40 Oct. '40-Dec. '40	Young & Rubicam, Toronto
S. C. Johnson & Son, Brantford	Wax and Car-nu	Fibber McGee & Molly Meredith Willson Musical Revue	Tuesday, 9:30-10:00 P.M.; 10:30-11:00 P.M., eff. Oct. '40	32	Jan. '40-Dec. '40	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Brantford	Wax and Car-nu	Voulez-Vous Savoir, Madame	Tues. & Thurs., 11:00-11:15 A.M.	3	Mar. '40-June '40 Sept. '40-Dec. '40	Direct
Kraft-Phenix Cheese Co., Montreal	Cheese and Salad Dressing	Kraft Music Hall	Thursday, 10:00-11:00 P.M.; 9:00-10:00 P.M. (July & Sept.)	20 27 eff. Aug.	Jan. '40-Dec. '40	J. Walter Thompson Co., Montreal
Lamont Corliss & Co., Toronto	Ponds Creams	John & Judy	Tuesday, 9:00-9:30 P.M.	30	Oct. '40—	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Rinso	Big Sister	Mon.-Fri., 11:30-11:45 A.M.; 12:30-12:45 P.M., eff. 9/30 3:00-3:15 P.M., Repeat	31	Jan. '40-Dec. '40	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Lux Flakes and Soap	Life and Love of Dr. Susan	Mon.-Fri., 11:45-12:00 Noon; 12:45-1:00 P.M , eff. 9/30; 3:15-3:30 P.M., Repeat	33	Jan. '40-Dec. '40	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.; 10:00-11:00 P.M., eff. 9/30	29	Jan. '40-July '40 Sept. '40-Dec. '40	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Rinso	Big Town Uncle Jim's Question Bee, eff. 6/18	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid, Repeat	31	Jan. '40-July '40	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Rinso	Uncle Jim's Question Bee Big Town, eff. 10/9	Wednesday, 8:00-8:30 P.M.; 9:00-9:30 P.M., eff. 10/2; 12:30-1:00 A. M., Repeat	31	July '40-Dec. '40	Ruthrauff & Ryan, N. Y.
Lever Brothers, Toronto	Lifebuoy	The Family Man	Tuesday, 8:30-9:00 P.M.; 12.00-12:30 A.M., Repeat	33	Jan. '40-July '40	J. Walter Thompson Co., Toronto
Lever] Brothers, Toronto	Lifebuoy	The Family Man	Wednesday, 8:30-9:00 P.M.; 9:30-10:00 P.M., eff. 10/2 1:00-1:30 A.M., Repeat	33	July '40-Dec. '40	J. Walter Thompson Co., Toronto
Lever Brothers, Toronto	Lux Flakes and Soap	C'Est la Vie	Friday, 8:00-8:30 P.M.	6	Jan. '40-Dec. '40	J. Walter Thompson Co., Toronto
Thos. J. Lipton Ltd., Toronto	Tea	Tea Musicale	Sunday, 5:00-5:30 P.M.	31	Jan. '40-Mar. '40	Vickers & Benson, Toronto
Thos. J. Lipton Ltd., Toronto	Tea	Tea Musicale	Sunday, 6:15-6:45 P.M.	33	Oct. '40—	Vickers & Benson, Toronto
Thos. J. Lipton Ltd., Toronto	Tea	Le Vieux Maitre d'Ecole	Mon., Wed., Fri., 11:00-11:15 A.M.	8	Jan. '40-Mar. '40 Sept. '40-Dec. '40	Vickers & Benson, Toronto
Maison du Livre Francais de Montreal, Montreal	Books	Cabinet de Lecture	Wednesday, 7:30-7:45 P.M.	3	Jan. '40-Mar. '40	Federal Adv. Agency, Montreal
Maple Leaf Milling Co., Toronto	Flour	Good Luck	Tuesday, 9:30-10:00 P.M.	36	Oct. '40—	Cockfield, Brown & Co., Toronto
Procter & Gamble Co., Toronto	Oxydol	Man I Married	Mon.-Fri., 10:00-10:15 A.M.	27	Jan. '40-Apr. '40	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Oxydol	Man I Married	Mon.-Fri., 10:30-10:45 A.M.; 11:30-11:45 A.M., eff. 9/30	27	Apr. '40—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Crisco	Right to Happiness	Mon.-Fri., 10:45-11:00 A.M.; 11:45-12:00 Noon, eff. 9/30	17	Apr. '40—	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Ivory	Against the Storm	Mon.-Fri., 2:00-2:15 P.M.; 3:00-3:15 P.M., eff. 9/30	27	Apr. '40—	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Chipso	Road of Life	Mon.-Fri., 1:30-1:45 P.M.	27	Jan. '40-Apr. '40	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Chipso	Road of Life	Mon.-Fri., 2:15-2:30 P.M.; 3:15-3:30 P.M., eff. 9/30	27	May '40—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Ivory Snow	Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.; 4:00-4:15 P.M., eff. 9/30	27	Jan. '40-Dec. '40	Compton Adv., N. Y.

XUM

Advertisers Using Canadian Broadcasting Corp. Networks During 1940

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Toronto	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.; 4:15-4:30 P.M., eff. 9/30	27	Jan. '40-Dec. '40	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.; 4:30-4:45 P.M., eff. 9/30	27	Jan. '40-Dec. '40	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Naphtha	Guiding Light	Mon.-Fri., 3:45-4:00 P.M.; 4:45-5:00 P.M., eff. 9/30	27	Jan. '40-Dec. '40	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Crisco	Vic & Sade	Mon., Wed., Fri., 4:30-4:45 P.M.	19	Jan. '40-Apr. '40	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Chipso	Vie de Famille	Mon.-Fri., 10:00-10:15 A.M.	3	Jan. '40-Dec. '40	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Camay	Courrier-Confidence	Mon.-Fri., 10:15-10:30 A.M.	3	Jan. '40-Dec. '40	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Toronto	Barsalou	Quelles Nouvelles	Mon.-Fri., 10:30-10:45 A.M.	3	Jan. '40-Dec. '40	Compton Adv., N. Y.
Procter & Gamble Co., Toronto	Oxydol	La Rue Principale	Mon.-Fri., 2:15-2:30 P.M.	4	Jan. '40-Dec. '40	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Toronto	Ivory	La Pension Velder	Mon.-Fri., 7:00-7:15 P.M.	3	Jan. '40-Dec. '40	Compton Adv., N. Y.
Quaker Oats Co., Peterborough	Quaker Oats & Aunt Jemima Pancake Flour	Quaker Party	Monday, 8:00-8:30 P.M.	30	Oct. '39-Mar. '40	Lord & Thomas of Canada, Toronto
Radio Monde, Montreal	Advertising	Le Moulin de la Chanson	Thursday, 7:30-7:45 P.M.	6	Feb. '40-Apr. '40	Direct
Robin Hood Flour Mills, Montreal	Flour	On Parade	Thursday, 8:30-9:00 P.M.	37	Nov. '39-May '40	Jas. Fisher Ltd., Montreal
Robin Hood Flour Mills, Montreal	Flour	On Parade	Thursday, 9:30-10:00 P.M.	39	Oct. '40—	Jas. Fisher Ltd., Montreal
Robin Hood Flour Mills, Montreal	Flour	Adventures of Robin Hood	Tues. & Thurs., 7:15-7:30 P.M.	5	Nov. '39-May '40	Canadian Adv. Agency, Montreal
St. Lawrence Starch Co., Port Credit	Bee Hive Corn Syrup Durham Corn Starch	Wes McKnight	Saturday, 7:00-7:15 P.M.	21	Nov. '39-Apr. '40	McConnell, Eastman & Co., Toronto
St. Lawrence Starch Co., Port Credit	Bee Hive Corn Syrup Durham Corn Starch	NHL Hockey Players	Saturday, 7:15-7:30 P.M.	36	Nov. '40—	McConnell, Eastman & Co., Toronto
Standard Brands, Montreal	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-8:30 P.M.; 9:00-9:30 P.M., eff. 9/29	34	Jan. '40-June '40 Sept. '40-Dec. '40	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Tenderleaf Tea	One Man's Family	Sunday, 8:30-9:00 P.M.; 9:30-10:00 P.M., eff. 10/6	34	Jan. '40-June '40 Oct. '40-Dec. '40	J. Walter Thompson Co., Montreal
G. F. Stephens & Co., Winnipeg	Paint	Dr. Query	Wednesday, 10:00-10:30 P.M.	10	Mar. '40-June '40	Norris-Patterson, Winnipeg
Sterling Distributors, Windsor	Phillips Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.; 10:00-10:30 P.M., eff. 10/4	36	Jan. '40—	Blackett-Sample-Hummert, N. Y.
Sterling Distributors, Windsor	Bayer Aspirin	Along the Boulevard	Friday, 9:30-10:00 P.M.	37	Jan. '40-Sept. '40	Blackett-Sample-Hummert, N. Y.
Sterling Distributors, Windsor	Bayer Aspirin	Album of Familiar Music	Sunday, 9:30-10:00 P.M.; 10:30-11:00 P.M., eff. 9/29	33	July '40—	Blackett-Sample-Hummert, N. Y.
Sterling Distributors, Windsor	Ironized Yeast	Canadian Theatre of the Air	Friday, 10:30-11:00 P.M.	32	Oct. '40—	Ruthrauff & Ryan, N. Y.
Sterling Distributors, Windsor	Ironized Yeast	Les Secrets du Dr. Morhanges	Thursday, 8:30-8:55 P.M.	5	Oct. '40—	Ruthraufff& Ryan, N. Y.
Sterling Distributors, Windsor	Ironized Yeast	Les Secrets du Dr. Morhanges	Tuesday, 8:00-8:30 P.M.	5	Nov. '40—	Ruthrauff & Ryan, N. Y.
Tucketts Ltd., Hamilton	Wings Cigarettes	Top Flight Tunes	Tuesday, 9:00-9:30 P.M.	36	Feb. '40-June '40	MacLaren Adv. Co., Toronto
N. G. Valiquette Ltd., Montreal	Furniture	Theatre Valiquette	Tuesday, 8:00-9:00 P.M.	5	Oct. '39-Mar. '40	Canadian Adv. Agency, Montreal
N. G. Valiquette Ltd., Montreal	Furniture	Theatre Valiquette	Monday, 8:00-8:55 P.M.	4	Oct. '40—	Canadian Adv. Agency, Montreal
Western Canada Flour Mills Co., Toronto	Purity Flour	Know Your Maritimes	Friday, 7:15-7:30 P.M.; Saturday, 6:45-7:00 P.M.	9	Apr. '40-June '40	A. McKim Ltd., Toronto
Western Canada Flour Mills Co., Toronto	Purity Flour	Melodies For You	Wednesday, 10:00-10:30 P.M.	36	Oct. '40—	A. McKim Ltd., Toronto
Wm. Wrigley, Jr., Co., Toronto	Gum	Treasure Trail	Tuesday, 10:00-10:30 P.M.	9	Feb. '40-Dec. '40	Tandy Adv. Agency, Toronto

C. P. MacGREGOR

Electrical Transcriptions

729 SOUTH WESTERN AVE.
HOLLYWOOD, CALIFORNIA

"LARGEST TRANSCRIBED DRAMATIC LIBRARY IN THE WORLD"

Directory of

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

And Executives in Charge of Radio

A

Agency	City	Address Telephone Number	Executives In Charge of Radio
Aaron & Brown	Philadelphia	1411 Walnut St. Locust 2282	Mrs. Elinor L. Brown
Aarons, Sill & Caron	Detroit	415 Brainard St. Temple 1-3515	N. J. Patterson
Acorn Agency	New York	RKO Bldg. Circle 7-4396	Sidney M. Weiss
Adams & Maynard	San Francisco	369 Pine St. Douglas 3310	William H. Adams
Ad-Craftsmen	Salt Lake City	McIntyre Bldg. Wasatch 1936	Louis W. Larsen
Milton J. Adler Co.	New York	55 W. 42d St. Pennsylvania 6-8418	J. Julius Rosenberg
Advertisers Broadcasting Co.	New York	117 W. 46th St. Bryant 9-1176	Mever Keilson Z. H. Rubenstein
Advertisers Service	Milwaukee	229 E. Wisconsin Ave. Daly 6383	V. A. Fleischmann J. W. Martin H. R. Langlie
Advertising Arts Agency	Los Angeles	510 S. Spring St. Michigan 3884	Paul R. Winans Arthur C. Richards
Advertising Associates	Newark	12 Central St. Market 3-0007	J. M. Kesslinger
Advertising Associates	Chattanooga	Chattanooga Bank Bldg. 6-0241	John D. Stanard
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2421	Thomas L. Yates A. E. Hubbard
Advertising Counselors Inc.	Phoenix	Ellis Bldg. 4-4177	Ivan N. Shun Stanley S. Shaw
Advertising Inc.	Richmond	Central Natl. Bank Bldg. 3-2800	J. Lynn Miller Alicia G. Smithers
Aircasters Inc.	Detroit	New Center Bldg. Trinity 1-2552	Stanley J. Boynton
Aitken-Kynett Co.	Philadelphia	Girard Trust Co. Bldg. Rittenhouse 7810	H. H. Kynett
R. H. Alber Co.	Los Angeles	1151 S. Broadway Prospect 3331	R. H. Alber Pauline Hagen
Martin Allen Adv.	Los Angeles	3275 Wilshire Blvd. Drexel 8194	Martin Allen Edward H. Girardin
Allen, Heaton & McDonald	Cincinnati	Enquirer Bldg. Cherry 3414	Douglass M. Allen
Allen & Reynolds	Omaha	Insurance Bldg. Harney 3241	Earl Allen Milton Reynolds Robert Savage
Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	H. M. Billerbeck
	Boston	Statler Office Bldg. Hubbard 8850	E. V. Alley
Allied Adv. Agencies	Los Angeles	4354 W. Third St. Drexel 7331	W. F. Gardner Walter McCreery Mel Roach
	San Francisco	525 Market St. Douglas 7018	Frank Schlessinger
Ambro Adv. Agency	Cedar Rapids	210 Second St. 4139	Robert Yaw
Lee Anderson Adv. Co.	Detroit	8415 E. Jefferson Ave. Lenox 5000	Fred Barrett
	Los Angeles	1151 S. Broadway Prospect 9011	T. Beverly Keim
Anderson, Davis & Platte	New York	50 Rockefeller Plaza Columbus 5-4868	H. L. Ives
	Hollywood	6253 Hollywood Blvd. Hollywood 8148	Dorothy M. Stewart
Anfenger Adv. Agency	St. Louis	1706 Olive St. Chestnut 6380	Richard E. Sharp
	New Orleans	Canal Bank Bldg. Magnolia 4920	Richard L. Scheidker
Aniol & Auld, Adv.	San Antonio	Smith Young Tower Fannin 9148	....
Applegate Adv. Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
Arbee Agency	Terre Haute, Ind.	Adv. Arts Bldg. Crawford 5017	W. L. Smith
John Falkner Arndt & Co.	Philadelphia	Lewis Tower Bldg. Pennypacker 3540	Jack Diamond

A—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Artwil Co. Adv.	New York	22 W. 48th St. Medallion 3-0813	Arthur Bandman
Arthur H. Ashley Adv.	New York	457 W. 57th St. Columbus 5-1348	Gino Falconi Arthur H. Ashley
Associated Advertisers	Harrisburg, Pa.	216 Locust St. 8391	A. Norman Gage
Associated Adv. Agency	Jacksonville, Fla.	Florida Nat.Bank Bldg. 3-1253	Hunter Lynde
Associated Adv. Agency Inc.	Los Angeles	1151 S. Broadway Richmond 6218	P. O. Narveson James McCormack, Jr.
Richard B. Atchison Adv.	Los Angeles	5225 Wilshire Blvd. Webster 4191	Richard B. Atchison
Atherton & Currier	New York	420 Lexington Ave. Mohawk 4-8795	Felix Meyer
Aubrey, Moore & Wallace	Chicago	230 N. Michigan Ave. Randolph 0830	J. H. North
Auspitz & Lee	Chicago	220 S. State St. Wabash 0315	Adolph Lee
N. W. Ayer & Son	Philadelphia	West Washington Sq. Lombard 0100	C. H. Cottington
	New York	30 Rockefeller Plaza Circle 6-0200	H. L. McClinton H. C. Sanford
	Boston	Statler Office Bldg. Hubbard 4970	E. C. Greiner
	Detroit	Penobscot Bldg. Randolph 3800	F. L. Scott, Jr.
	Chicago	135 S. LaSalle St. Randolph 3456	Burke Herrick
	San Francisco	Russ Bldg. Sutter 2534	Carl J. Eastman
Azrael Adv. Agency	Baltimore	401 N. Charles St. Vernon 5555	Harold Kaye

B

Agency	City	Address Telephone Number	Executives In Charge of Radio
Badger & Browning	Boston	75 Federal St. Liberty 3364	Clifford P. Parcher
Badger & Browning & Hersey	New York	RCA Bldg. Circle 7-3720	Mrs. Marjorie de Mott H. W. Mallinson
Sig H. Badt Adv. Agency	Dallas	Praetern Bldg. 2-3691	Sig H. Badt
S. C. Baer Co.	Cincinnati	800 Broadway Parkway 0409	J. C. McCoy
Lynn Baker Co.	New York	60 E. 40th St. Vanderbilt 6-1556	Richard Dunne
Baker, Cameron, Soby & Penfield	Hartford, Conn.	30 Allyn St. 2-6353	John J. Pullen
Baldwin & Strachan	Buffalo	374 Delaware Ave. Washington 6854	W. M. Baldwin N. E. Forgie
Ball & Davidson	Denver	Colorado Natl. Bank Bldg. Main 1291	C. H. Phillips Peter D. Smythe
Barlow Adv. Agency	Syracuse, N. Y.	Starrett-Syracuse Bldg. 3-0131	J. R. Coleman
Barnes Chase Co.	San Diego, Cal.	San Diego Trust & Savings Bldg. Franklin 7771	N. R. Barnes
	Los Angeles	1121 S. Hill St. Prospect 4118	H. H. Chase
Barrons Adv. Co.	Kansas City	1737 McGee St. Harrison 7730	J. G. Harper F. H. Little
Stuart Bart Adv. Agency	New York	114 E. 32d St. Murray Hill 5-9760	Stuart Bart
Walter Barusch Adv. Agency	San Francisco	Golden Gate Bldg. Ordway 4812	Walter Barusch
G. M. Basford Co.	New York	60 E. 42d St. Murray Hill 2-8200	Henry R. Webel
	Cleveland	Leader Bldg. Cherry 0090	W. S. Leech
Bass-Luckoff	Detroit	Lafayette Bldg. Randolph 0707	Louis H. Luckoff Louis Bass
Ted Bates Inc.	New York	630 Fifth Ave. Circle 6-9700	Charles Christoph

ADVERTISING
AGENCY

Once upon a time there were 4 surveys—

① **Midwest Station Survey:** Top-flight agency radio executives were asked in which of seven specified advertising trade publications "our advertisements would most likely be seen by you". BROADCASTING topped the list.*

② **Transcription Firm Survey:** 1,000 national advertisers and agency executives were picked at random from McKittrick's. BROADCASTING received nearly as many votes as choices two, three, four, five and six combined.*

③ **Station Representative Survey:** In a survey of advertising agency executives undertaken by this station representative to determine which of three magazines carrying its ads was best read, BROADCASTING was the dominant first.*

④ **West Coast Station Survey:** Agency executives the country over were asked which of twelve leading advertising trade publications were the best bets for station promotion. BROADCASTING was voted No. 1 must medium.*

These surveys were quite recent, in fact. And the amazing thing about them was their total agreement. In one voice they shouted . . .

BROADCASTING . . . TOPS with TIME BUYERS!

The Weekly Newsmagazine of Radio
Broadcast Advertising

* Names cheerfully furnished.

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Batten, Barton, Durstine & Osborn	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor, Jr.
	Boston	178 Tremont St. Hubbard 0430	Frank Baldwin Frank W. Hatch
	Pittsburgh	Grant Bldg. Grant 8060	Leon Hansen Faris Feland
	Buffalo	Rand Bldg. Cleveland 7915	S. P. Irvin
	Cleveland	Terminal Tower Bldg. Prospect 3261	Clarence L. Davis
	Chicago	Palmolive Bldg. Superior 9201	James Cominos
	Minneapolis	Northwestern Bank Bldg. Bridgeport 8881	Wayne Tiss
	San Francisco	Russ Bldg. Garfield 1017	R. L. Hurst
	Hollywood	6331 Hollywood Blvd. Hollywood 7337	Jack Smalley
Walter E. Battenfield Co.	Des Moines	Iowa Des Moines Natl. Bank 4-7103	Walter E. Battenfield Irwin W. Mitchnick
Adrian Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Henry Haas
Bauerlein Inc.	New Orleans	Hibernia Bldg. Raymond 8601	H. S. McGehee G. W. Bauerlein
Bauerlein-Shaheen	Chicago	10 S. LaSalle St. Central 3500	John W. Shaheen
Bayless-Kerr Co.	Cleveland	Hanna Bldg. Main 0917	H. D. Kerr R. S. Rimanoczy Walter Butcher Neville Bayless
Beacon Adv. Agency	New York	67 W. 44th St. Murray Hill 2-5728	David Berliner
Beaumont & Hohman	Chicago	6 N. Michigan Ave. Central 4231	Guy Davis
	New York	630 Fifth Ave. Circle 6-7040	C. S. Yarnell
	Atlanta	32 Peachtree St. NW Walnut 8633	J. L. Laube
	Portland, Ore.	Pacific Bldg. Beacon 5151	Elwood Encke
	Omaha	Insurance Bldg. Atlantic 0369	O. W. O'Neal
	Cleveland	NBC Bldg. Cherry 3658	T. R. McCabe
	Seattle	Central Bldg. Seneca 0066	T. M. White
	Dallas	Tower-Petroleum Bldg. 2-5388	Duke Burgess
	San Francisco	Russ Bldg. Garfield 0846	H. D. Cayford Richard Holman
	Los Angeles	816 W. Fifth St. Trinity 8173	W. C. Beaumont R. H. Schmelzer Anne E. Hohman
Sterling Beeson Inc.	Toledo	2d Natl. Bank Bldg. Main 8121	Sterling Beeson R. J. Faller A. W. Reichert
Karl G. Behr Agency	Detroit	Francis Palms Bldg. Cadillac 1088	Karl G. Behr J. R. Barlow
Bennett-Adv.	High Point, N. C.	Professional Bldg. 2991	Harold C. Bennett
Bennett, Walther & Menadier	Boston	234 Boylston St. Kenmore 3820	....
Benson & Dall	Chicago	327 S. LaSalle St. Wabash 8435	John R. Tyson
Benton & Bowles	New York	444 Madison Ave. Wickersham 2-0400	Tom Revere George Kern
	Hollywood	6253 Hollywood Blvd. Hillside 9151	Mann Holiner
Bermingham, Castleman & Pierce	New York	136 E. 38th St. Lexington 2-7550	George Castleman
Gerald S. Beskin Agency	Minneapolis	Phoenix Bldg. Atlantic 5333	Gerald S. Beskin
Frank Best & Co.	New York	9 Rockefeller Plaza Circle 7-6760	A. H. Van Buren
Bob Betts Inc.	Denver	Insurance Exch. Bldg. Main 1206	L. W. Koerber

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Biddle Co.	Philadelphia	1600 Walnut St. Kingsley 3477	George Taylor
George Bijur Inc.	New York	9 Rockefeller Plaza Circle 6-6330	George Bijur
Biow Co.	New York	9 Rockefeller Plaza Circle 6-9300	Milton H. Biow Miss Reggie Schuebel
Blackett-Sample-Hummert	Chicago	221 N. LaSalle St. Dearborn 0900	J. J. Neale Gene Fromherz
	New York	247 Park Ave. Wickersham 2-2700	George G. Tormey Mrs. Anne Ashenhurst Hummert
Blackstone Co.	New York	1270 Sixth Ave. Circle 7-7890	Milton Blackstone
Blaine-Thompson Co.	New York	321 W. 44th St. Circle 6-0170	Marlo Lewis
Blaker Adv. Agency	New York	120 E. 41st St. Caledonia 5-7351	Miss Eleanor Kemble
Adolph L. Bloch Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Bob Hargreaves
Blumberg & Clarich	New York	171 Madison Ave. Murray Hill 3-7495	H. Blumberg
Booth, Pelham & Co.	Shreveport, La.	Slattery Bldg. 2-2834	Leon Booth
Borrelli Co.	Philadelphia	Market St. Natl. Bank Bldg. Locust 7730	Charles J. Borrelli
W. Earl Bothwell Adv. Agency	Pittsburgh	Standard Life Bldg. Court 6565	V. A. Dahlman
Botsford, Constantine & Gardiner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	Ray Andrews
	Los Angeles	714 West Olympic Blvd. Prospect 0206	John H. Weiser
	San Francisco	Russ Bldg. Exbrook 7565	Stanley G. Swanberg
	Seattle	Second Ave. Bldg. Elliott 3523	C. P. Constantine
Bowman & Block	Buffalo	Rand Bldg. Washington 0138	A. A. Bowman N. J. Block
Bowman, Deute, Cummings	San Francisco	215 Market St. Sutter 4933	L. G. Moseley
	Los Angeles	714 West Olympic Blvd. Prospect 9221	H. C. Wilson
	New York	522 Fifth Ave. Murray Hill 2-0392	Thomas Steep
Bowman-Holst-MacFarlane-Richardson	Honolulu, T. H.	Castle & Cooke Bldg. Honolulu 6239	Kenneth B. Carney
Boyd Co.	Los Angeles	4814 Loma Vista Ave. Lafayette 1101	John R. Boyd
Henry P. Boynton Adv. Agency	Cleveland	1514 Prospect Ave. Cherry 4715	Florence Reynolds
Bozell & Jacobs	Omaha	Electric Bldg. Jackson 2261	F. C. Miller
	Chicago	122 S. Michigan Ave. Wabash 2292	Nathan E. Jacobs
	Indianapolis	Traction Terminal Bldg. Lincoln 6326	Ernie Lundgren
	Houston, Tex.	United Gas Bldg. F 4106	D. C. Schnabel
Arthur Braitsch Adv.	Providence, R. I.	Hospital Trust Bldg. Dexter 5313	Arthur Braitsch J. A. Lorimer
J. Carson Brantley Adv. Agency	Salisbury, N. C.	Post Bldg. 900	J. Carson Brantley A. N. Cheney
Brearley Service Org.	New York	7 East 44th St. Murray Hill 2-1519	Henry R. Gall
Bresnick & Solomont	Boston	120 Boylston St. Liberty 4732	Oscar Bresnick
R. C. Breth Inc.	Green Bay, Wis.	310 Pine St. Howard 134	R. C. Breth
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8234	W. A. Brewer
Briggs & Varley	New York	14 E. 48th St. Wickersham 2-8534	Tom Varley
Brisacher, Davis & Staff	San Francisco	Crocker Bldg. Garfield 0276	Robert T. Van Norden Emil Brisacher Weston Settlemier Charles Gabriel
	Los Angeles	714 W. Olympic Blvd. Prospect 9368	Robert J. Davis

B—(Continued)

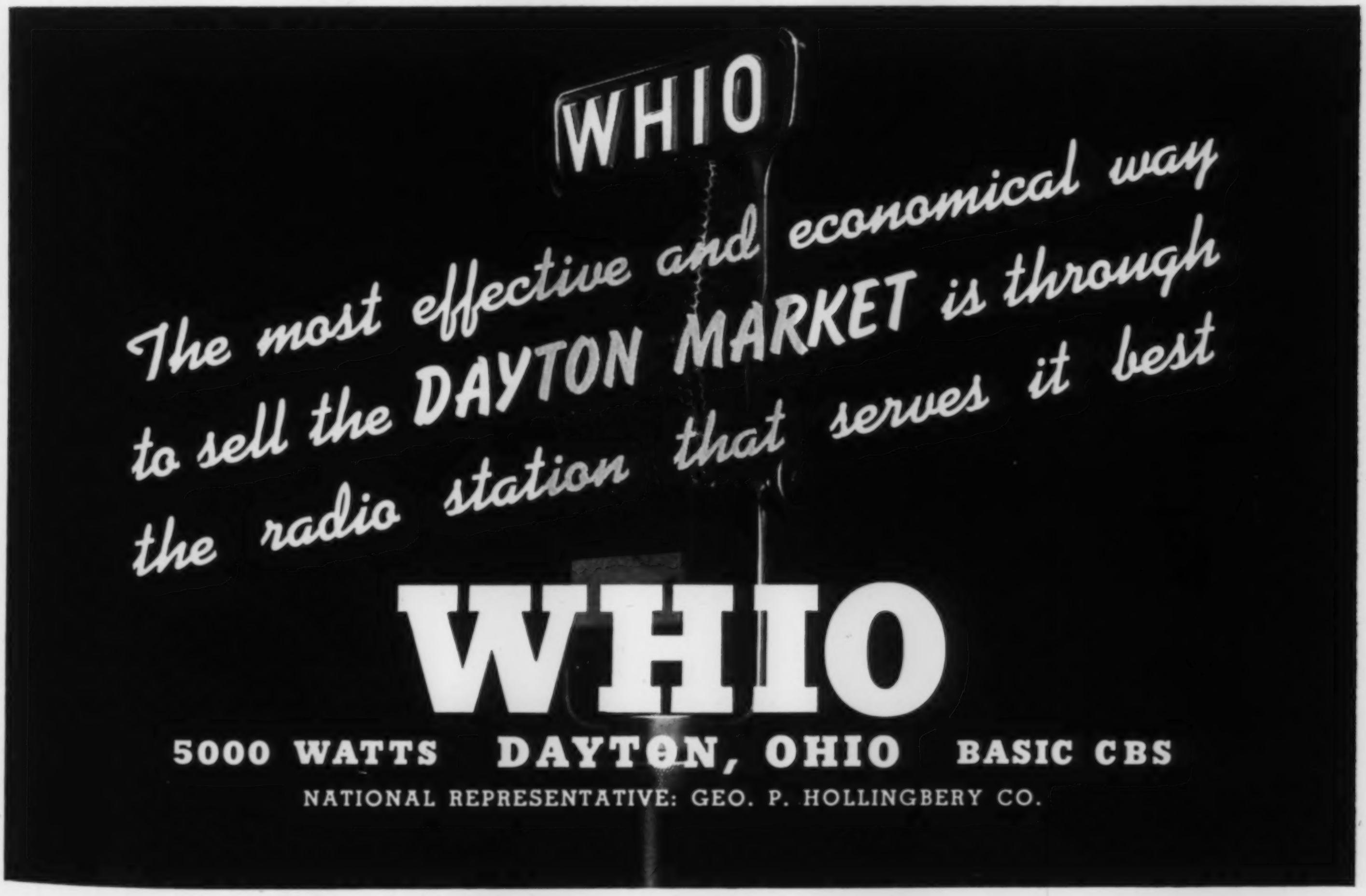
Agency	City	Address Telephone Number	Executives In Charge of Radio
Broadcast Adv. Inc.	Boston	8 Newberry St. Kenmore 0854	James E. Murley J. J. Manning
Clifford F. Broeder Adv. Agency	St. Louis	3615 Olive St. Newstead 3399	Clifford F. Broeder
Rowland Broiles Co.	Fort Worth	Dan Waggoner Bldg. 3-4224	Rowland Broiles Raymond McCarty
Brooke, Smith & French	Detroit	82 E. Hancock Ave. Columbia 0860	Herbert R. Bayle
Brooke, Smith, French & Dorrance	New York	347 Madison Ave. Murray Hill 6-1800	Harry M. Overstreet Harry E. Pengel
Bernard M. Brooks Adv.	San Antonio	Insurance Bldg. Fannin 3972	Bernard M. Brooks
S. M. Brooks Adv. Agency	Little Rock, Ark.	Union Natl. Bank Bldg. 2-1874	Sidney M. Brooks Earl L. Saunders A. Hall Allen, Jr.
Brooks Adv. Agency	Los Angeles	1031 S. Broadway Prospect 9207	A. R. Brooks
D. P. Brother & Co.	Detroit	General Motors Bldg. Trinity	Carl Georgi, Jr.
	Los Angeles	714 W. Olympic Blvd. Prospect 2052	Willard Wood
E. H. Brown Adv. Agency	Chicago	933 Merchandise Mart Delaware 8333	J. B. Allen
Brown-Alexander	Baltimore	Court Square Bldg. Plaza 7130	Paul E. Brown
Brown & Thomas	New York	10 Rockefeller Plaza Circle 6-8700	J. J. Hagan
	Chicago	919 N. Michigan Ave. Whitehall 5757	Louis E. Golan
Burton Browne Inc.	Chicago	150 E. Ohio St. Delaware 3800	J. C. Callahan
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	M. J. Kleinfeld
Buchanan & Co.	New York	1501 Broadway Medallion 3-3380	Paul Munroe
	Los Angeles	427 W. Fifth St. Mutual 6316	Fred M. Jordan

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Buchanan-Thomas Adv. Agency	Omaha	412 S. 19th St. Atlantic 2125	L. H. Thomas Adam Reinemund G. H. Lindley
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	C. W. Fisher
Earle A. Buckley Organization	Philadelphia	1600 Arch St. Rittenhouse 0180	Earle A. Buckley
Bullard Agency	Port Huron, Mich.	220 Quay St. 6137	Rockwood N. Bullard B. Stewart Weston
John Bunker Inc.	Cincinnati	Schmidt Bldg. Parkway 5905	J. Howard Geerin Robert A. Ruthman
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	F. J. Woods
Leo Burnett Co.	Chicago	360 N. Michigan Ave. Central 5959	S. F. Cary
	New York	Time & Life Bldg. Circle 6-8059	....
Charles L. Burns & Associates	Cleveland	1243 Rockwell Ave. Main 0654	Charles L. Burns
Burns & Potter	Chicago	75 E. Wacker Drive Andover 2256	Robert E. Potter Jay E. Burns
Bert Butterworth Agency	Hollywood	1622 N. Highland Ave. Hollywood 7263	Bert Butterworth
Byer & Bowman	Columbus, O.	203 E. Broad St. Main 3276	Joel M. Burghalter Herbert Byer Gus K. Bowman

C

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold Cabot & Co.	Boston	24 Milk St. Hancock 7690	Harold Cabot
Cahn, Miller & Nyburg	Baltimore	413 N. Charles St. Vernon 4411	C. LeRoy Miller E. Lyell Gunts Louis F. Cahn Robert Nyburg
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 3666	Howard C. Caldwell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NATIONAL REPRESENTATIVE: GEO. P. HOLLINGBERY CO.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Calhoun Adv. Agency	Denver	Colorado Bldg. Main 5059	....
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	J. J. Griffin Ray P. Clayberger
Callaway Associates	Boston	210 South St. Hancock 9471	Morris Susman
D. T. Campbell Inc.	Chicago	222 W. Adams St. State 2713	E. C. Hanson
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3875	W. Austin Campbel
Campbell-Ewald Co.	Detroit	General Motors Bldg. Trinity 2-6200	Garfield C. Packard
	Chicago	230 N. Michigan Ave. Central 1946	E. A. Pieczara
	San Francisco	703 Market St. Douglas 5670	R. V. Dunne
	Los Angeles	714 W. Olympic Blvd. Prospect 1275	Steven S. Arnett
Campbell-Ewald Co. of New York	New York	1230 Sixth Ave. Circle 7-6383	Kenneth Young
Campbell-Mithun	Minneapolis	Northwestern Bank Bldg. Atlantic 3231	Louis Knopp
Campbell-Sanford Adv. Co.	Cleveland	1105 Chester Ave. Prospect 4391	Jay P. Garlaugh L. J. Kraft
	Toledo, O.	1922 Linwood Ave. Adams 8623	R. L. Sisson
	New York	342 Madison Ave. Murray Hill 2-8397	Jack Bowler
	Chicago	608 S. Dearborn St. Wabash 6770	Sylvester Geasey
Solis S. Cantor	Philadelphia	1600 Walnut St. Pennypacker 1626	Solis S. Cantor
Capitol Adv. Agency	New York	370 Seventh Ave. Pennsylvania 6-6551	John J. Barry

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HOLLYWOOD ★ CALIFORNIA

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Caples Co.	Chicago	225 E. Erie St. Superior 6016	W. E. Gibson
	New York	230 Park Ave. Murray Hill 6-6500	Albert Woodley Ruth Folster
	Omaha	1416 Dodge St. Jackson 1107	L. M. Branch
	Los Angeles	412 W. 6th St. Mutual 4143	Leo Meehan
Carlton-Porterfield Inc.	Miami	Postal Bldg. 3-5865	Richard V. Porterfield L. D. Carlton
Carpenter Adv. Co.	Cleveland	Citizens Bldg. Main 1570	F. F. Lamorelle
Carter, Jones & Taylor	South Bend, Ind.	Associates Bldg. 3-3171	L. J. Carter
Carter-Owens Adv. Agency	Kansas City, Kan.	Occidental Bldg. Drexel 3077	Charles Carter W. G. Rowe J. E. Herndon
Carter-Thomson Co.	Philadelphia	1420 Walnut St. Pennypacker 0650	A. M. Fanning
Walker Casey Co.	Nashville	3d National Bank Bldg. 5-1371	Walker Casey Wilbur Duntley
Edward Cave Co.	New York	205 E. 42d St. Murray Hill 4-3135	Edward Cave
Cecil & Presbrey	New York	247 Park Ave. Wickersham 2-8200	Edward Tompkins
	Chicago	228 N. LaSalle St. Central 5255	Edwin C. Olson
	Beverly Hills, Cal.	200 S. Beverly Drive Crestview 1-5766 Bradshaw 2-3351 (Russell Birdwell & Associates)	Russell Birdwell
Central Adv. Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	G. Vance Smith
Century Adv. Agency	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal
Cesana & Associates	San Francisco	Monadnock Bldg. Exbrook 8572	Carl W. Pierce
Harold S. Chamberlin & Associates	St. Paul	Endicott Bldg. Garfield 4895	Mike Cady H. S. Chamberlin
Chambers & Wiswell	Boston	38 Newbury St. Commonwealth 5860	George J. Chambers
Chappelow Adv. Co.	St. Louis	3615 Olive St. Jefferson 0700	Glenn W. Hutchinson
Charles Adv. Service	New York	32 E. 57th St. Plaza 3-7677	Joseph Boorster
Chatham Adv. Co.	Silver City, N. C.	Chatham News Bldg.	Al Resch
Cheltenham Inc.	New York	551 Fifth Ave. Vanderbilt 6-3723	J. A. Briggs
Nelson Chesman Co.	Chattanooga, Tenn.	Hamilton Trust Bldg. 6-4942	Henry Tritschler John E. Fontaine
Chicago Union Adv. Agency	Chicago	20 W. Jackson Blvd. Wabash 5732	Simon Levin
Christiansen-McPherson	Lincoln, Neb.	Stuart Bldg. 2-6080	Carl J. Christiansen Ralph W. McPherson
Church-Green Co.	Boston	248 Boylston St. Kenmore 5440	Charles E. Beckwith
Cinema Adv. Agency	Hollywood	1731 N. Highland Ave. Gladstone 2191	Lawrence W. Allen
C. P. Clark Inc.	Nashville	2411 West End Ave. 7-6602	C. P. Clark
Darwin H. Clark, Adv.	Los Angeles	541 S. Spring St. Michigan 6021	Darwin H. Clark
Steiniger Clark & Associated Artists	Kansas City	4218 Main St. Westport 9369	George Rollins Freedom Larsteck
Clements Co.	Philadelphia	1601 Chestnut St. Rittenhouse 0236	Alice V. Clements E. D. Masterman I. W. Clements R. H. Smith
Cline Adv. Service	Boise, Id.	First Natl. Bank Bldg. 2491	Ted Brook
Frederick Clinton Co.	New York	280 Madison Ave. Murray Hill 3-6547	Robert Buckbinder
Robert M. Clutch Co.	Philadelphia	121 N. Broad St. Rittenhouse 9805	Robert M. Clutch, Jr. Ray Crane
L. C. Cole Adv.	San Francisco	156 Montgomery St. Exbrook 8865	L. C. Cole
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	James L. Cole A. T. Cole

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold I. Collen Adv. Agency	Chicago	400 N. Michigan Ave. Delaware 5999	Harold I. Collen
Wendell P. Colton Co.	New York	122 E. 42nd St. Ashland 4-7444	A. F. Dermody
Russell C. Comer Adv. Co.	Kansas City	Fairfax Bldg. Harrison 3964	Russell C. Comer John C. Fehlandt
Commercial Broadcast Co.	Salt Lake City	Continental Bank Bldg. Wasatch 6908	Leo R. Jensen Howard W. Pingree
Commonwealth Adv. Agency	Boston	93 Summer St. Hubbard 0230	Jerome O'Leary
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	Andre Luotto
Compton Adv. Inc.	New York	630 Fifth Ave. Circle 6-2800	John E. McMillin Wm. Maillefert Daniel Potter
	Chicago	221 N. LaSalle St. State 8747	Jane Stockdale
Condon Co.	Tacoma, Wash.	Washington Bldg. Main 3483	John Condon Victor Kaufman
Conner Adv. Agency	Denver	RKO Bldg. Keystone 5351	Eugene Willoughby
Connor Co.	San Francisco	Russ Bldg. Yukon 0196	R. W. Conley
Richard F. Connor	Manhattan Beach, Cal.	3208 Alma Ave. Redondo 3014	....
	Los Angeles	515 S. Spring St. Tucker 6249	....
	Hermosa Beach, Cal.	1306 Hermosa Ave. Redondo 2156	....
S. A. Conover Co.	Boston	75 Federal St. Hancock 4770	Albert H. Clime
Consolidated Adv. Agency	New York	505 Fifth Ave. Murray Hill 2-6636	Charles L. Rothschild
Coolidge Adv. Agency	Des Moines	Insurance Exch. Bldg. 3-5195	....
Allan Cooperfield Adv. Agency	Corpus Christi, Tex.	Nixon Bldg.	....
Couchman Adv. Agency	Dallas	2102 Bryan St. 7-2932	Albert Couchman E. R. Brown
Coulter-Mueller-Grinstead	San Antonio	Majestic Bldg. Fannin 1852	Charles P. Mueller Robert G. Coulter
Cowan & Dengler	New York	527 Fifth Ave. Murray Hill 2-0940	Ralph Bain
Cox Associates	Detroit	60 E. Euclid Ave. Madison 0473	Florence Cox
Cox & Tanz	Philadelphia	Drexel Bldg. Lombard 1720	A. P. Cox Eugene R. Tanz
Cramer-Krasselt Co.	Milwaukee	733 N. Van Buren St. Daly 3500	Holland E. Engle Loretta Mahar
Chet Crank Inc.	Los Angeles	950 S. Broadway Tucker 6131	Chet Crank
Craven & Hedrick	New York	522 Fifth Ave. Murray Hill 2-5010	Bernard N. Craven
Critchfield & Co.	Chicago	720 N. Michigan Ave. Superior 3061	M. E. Blackburn
Crolly Adv. Agency	Wilkes-Barre, Pa.	Bennett Bldg. 2-7191	Charles B. Keiser
	Philadelphia	1334 W. Girard Ave. Stevenson 7229	Arthur O'Neill
	Scranton, Pa.	128 Birch St. 3-2524	Dennis F. Crolly
Crook Adv. Agency	Dallas	Southwestern Life Bldg. 7-1771	J. P. Anderson Wilson W. Crook
Samuel C. Croot Co.	New York	28 West 44th St. Bryant 9-2588	D. B. Brandt William Krieger
Arthur Crosby Service	New York	516 Fifth Ave. Murray Hill 2-2618	B. F. Landsman
Croydon Adv. Agency	New York	18 E. 41st St. Ashland 4-5508	Saul Kamps
Cruttenden & Eger	Chicago	64 E. Lake St. Central 7830	Edmond I. Eger
C. F. Cusack Adv. Co.	Denver	California Bldg. Keystone 0537	John Foster Mabel Gates

D

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dake Adv. Agency	San Francisco	116 New Montgomery St. Sutter 2403	L. E. Dake
Dako Adv. Agency	Minneapolis	302 Nicollett Ave. Geneva 5044	Walter Heynacher
Ralph W. Dalton & Associates	Troy, O.	Public Square 2221	Thelma D. Ross Ralph W. Dalton

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KANSAS CITY, MISSOURI

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	F. S. Ott
	New York	515 Madison Ave. Eldorado 5-3765	Felix W. Coste
	Cleveland	Terminal Bldg. Cherry 0158	S. P. Seward
Jimm Daugherty Inc.	St. Louis	706 Chestnut St. Main 0790	Joseph E. Schmitt James M. Daugherty
Ed Davidson Adv. Agency	San Diego, Cal.	S. D. Trust & Savings Bldg. Franklin 3627	Ed Davidson
W. H. Davis, Adv.	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis
Dawson Inc.	Greenville, S. C.	108 E. Washington 780	James Dawson Robert Rigby
Frank T. Day Inc.	Boston	729 Boylston St. Kenmore 4854	Harry L. Stone Frances B. Day Paul I. Murphy
Ben Dean Adv. Agency	Grand Rapids	Houseman Bldg. 8-0666	Ben Dean
De Biasi Adv. Agency	New York	51 Chambers St. Worth 2-7093	A. De Biasi
John L. deBrueys Agency	Houston	Ben Milam Hotel Capitol 2241	John L. deBrueys
Ira E. DeJernett Adv. Service	Dallas	Cotton Exchange Bldg. 2-2620	Ira E. DeJernett Violet Short
Deutsch & Shea	New York	1475 Broadway Bryant 9-3240	Arnold Deutsch
D'Evelyn & Wadsworth	San Francisco	486 California St. Garfield 8267	Leland L. Levinger
J. H. Diamond & Co.	San Francisco	580 Market St. Garfield 7700	J. H. Diamond
Dickie-Raymond	New York	521 Fifth Ave. Murray Hill 2-4212	L. J. Raymond
Dicklow Adv. Agency	Dallas	Thomas Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind	New York	147 W. 42d St. Bryant 9-8300	Frank Bromberg
Dixie Advertisers	Jackson, Miss.	Lampton Bldg. 4-5434	W. C. Mabry, Jr. Karl Shuman
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis
Doe-Anderson Adv. Agency	Louisville	Martin Brown Bldg. Wabash 3193	Elmer H. Doe Warwick Anderson Robert L. Headen
Ralph L. Dombrower Co.	Richmond, Va.	210 E. Franklin St. 3-1113	P. L. Fulmer
	Washington, D. C.	Woodward Bldg. District 5180	Philip Rosenfeld
Donahue & Coe	New York	1270 Sixth Ave. Columbus 5-4252	Rutland Barr
	Atlanta, Ga.	Hurt Bldg. Main 5662	Harry L. Morrill, Jr.
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee Donnelley
Donovan-Armstrong	Philadelphia	Girard Trust Bldg. Rittenhouse 2000	Miss E. M. Levy
Doremus & Co.	New York	120 Broadway Rector 2-1600	Clifford B. Reeves
	Philadelphia	1520 Sansom St. Rittenhouse 0925	William Reid
	Boston	50 Congress St. Hubbard 1510	John H. McCullough
	Chicago	208 S. LaSalle St. Central 9132	....
	San Francisco	544 Market St. Garfield 6688	H. W. Grady
Dorland International Inc.	New York	RCA Bldg. Circle 7-1360	H. Douglas Hadden
Albert H. Dorsey Adv. Agency	Philadelphia	Bulletin Bldg. Locust 5547	H. S. Lamb
Charles F. Dowd Inc.	Toledo	Richardson Bldg. Main 6234	....
Monroe F. Dreher Inc.	New York	RCA Bldg. Circle 6-0720	Mildred E. Allen
	Newark	790 Broad St. Mitchell 2-7918	Ernest A. Dreher, Sr.
Driver & Co.	Omaha	Redick Tower Jackson 4640	H. E. Hansen Harold Roll

D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Drum Agency Inc.	Detroit	Fox Theatre Bldg. Cherry 4522	R. W. Sharp
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4827	Donald C. Graves
Dundes & Frank	New York	64 W. 48th St. Longacre 3-1633	Harold Dundes
Roy S. Durstine Inc.	New York	580 Fifth Ave. Bryant 9-2977	Roy S. Durstine A. T. Gardiner
	Cincinnati	Enquirer Bldg. Cherry 0032	H. G. Little
Alvin E. Dyer Adv. Agency	Spokane, Wash.	S. 204 Howard St. Riverside 0026	Alvin E. Dyer

E

Agency	City	Address Telephone Number	Executives In Charge of Radio
Eastern States Adv. Agency	New York	2 W. 45th St. Murray Hill 2-6790	Jack Rauch E. B. Gotthelf
Eastman, Scott & Co.	Atlanta	Mortgage Guarantee Bldg. Walnut 9642	E. Gerry Eastman
Fred H. Ebersold	Chicago	20 N. Wacker Drive Franklin 0106	B. B. Popell
Eckels Adv.	Los Angeles	816 W. Fifth St. Michigan 1918	L. C. Eckels
Eddy-Rucker-Nickels Co.	Cambridge, Mass.	1400 Massachusetts Ave. Kirkland 4284	Henry O. McCracken
Stanley J. Ehlinger, Adv.	Tulsa, Okla.	421 W. Sixth St. 4-2628	Stanley J. Ehlinger Joe N. Shidler
Harry Elliott Adv.	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
Roy Elliot Co.	Boston	25 Huntington Ave. Kenmore 7974	Roy D. Elliott
Ellis Adv. Co.	Buffalo	3053 Main St. University 4591	Henry Weil Jerome R. Ellis
A. W. Ellis Co.	Boston	24 School St. Capital 1544	Lester L. Mayo A. W. Ellis
Sherman K. Ellis & Co.	New York	500 Fifth Ave. Lackawanna 4-3570	Lawrence Holcomb
	Chicago	141 W. Jackson Blvd. Harrison 8612	Charles Hotchkiss
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0536	Samuel H. Ellner
Emery Adv. Co.	Baltimore	Baltimore Life Bldg. Plaza 7440	C. E. Emery H. C. Schuckle
Ennis-Anderson Adv. Agency	Fresno, Cal.	Holland Bldg. 3-2613	Frank Ennis Ed E. Anderson
Equity Adv. Agency	New York	113 W. 42d St. Bryant 9-0060	Irving Weinberg
Erwin, Wasey & Co.	New York	420 Lexington Ave. Mohawk 4-8700	Edward J. Fitzgerald
	Chicago	230 N. Michigan Randolph 4952	Morrison Wood
	Minneapolis	Security Bldg. Atlantic 1233	Mac Martin
	San Francisco	333 Montgomery St. Exbrook 7004	Marigold Cassin
	Los Angeles	714 W. Olympic Blvd. Prospect 5317	H. A. Stebbins
	Seattle	Skinner Bldg. Main 6435	H. O. Nelson
Benjamin Eshleman Co.	Philadelphia	260 S. Broad St. Kingsley 2590	Ben Bush
Lawrence Esmond Adv. Corp.	New York	331 Madison Ave. Murray Hill 2-1808	Lawrence B. Esmond
William Esty & Co.	New York	100 East 42d St. Caledonia 5-1900	Richard Marvin Harry Holcombe
	Hollywood	1537 N. Vine St. Hillside 2183	W. R. Moore
Evans Associates	Chicago	Ball Bldg. State 8927	W. H. Evans F. T. McCain
Albert Evans & LeMay Adv. Agency	Fort Worth	Dan Waggoner Bldg.	Albert Evans, Jr. Victor LeMay
Export Adv. Agency	New York	271 Madison Ave. Caledonia 5-8738	R. H. Otto

F

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ted H. Factor Agency	Los Angeles	1709 W. Eighth St. Drexel 7187	Aileen LeBell
Fairall & Co.	Des Moines	Paramount Bldg. 3-5255	L. R. Fairall C. R. Dudley J. S. McLaren
H. W. Fairfax Adv. Agency	New York	551 Fifth Ave. Murray Hill 2-8680	Mrs. Janice S. Hamilton
Farsen & Huff Adv. Agency	Louisville	Republic Bldg. Wabash 2379	J. Seaton Huff
Federal Adv. Agency	New York	444 Madison Ave. Eldorado 5-6400	John S. Davidson
Federal Transcribed Programs	New York	101 Park Ave. Caledonia 5-7530	A. R. Steinberg
Harry Feigenbaum Adv. Agency	Philadelphia	1420 Walnut St. Pennypacker 3623	David Werman Ralph Hart
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 7713	Courtland D. Ferguson Wm. P. Wallace
	Baltimore	525 N. Charles St. Vernon 7211	Arthur Booth Dorothy Starbuck
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-5000	H. E. Lehman
	Chicago	111 W. Monroe St. Central 8333	K. C. Ring
	Kansas City	Fidelity Bldg. Harrison 4890	O. V. Brewer M. H. Straight
Lawrence G. Fertig & Co.	New York	149 Madison Ave. Murray Hill 4-3300	Henry Bretzfield
Robert G. Fields & Co.	Nashville	Warner Bldg. 6-1977	R. G. Fields
Fink & Doner	Detroit	Washington Blvd. Bldg. Cherry 0244	Wilfred B. Doner
Firestone Adv. Agency	St. Paul	Pioneer Bldg. Cedar 2545	Allan L. Firestone Judson Anderson Robert Baumgartner
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager
	New York	55 W. 42d St. Chelsea 4-4462	Al Hodges
Fitzgerald Adv. Agency	New Orleans	833 Howard Ave. Raymond 5194	Leonard Gessner
Flack Adv. Agency	Syracuse, N. Y.	Hills Bldg. 2-3129	John B. Flack M. M. O'Neil R. W. Loew
Flagler Adv. Inc.	Buffalo	170 Franklin St. Cleveland 0925	M. I. Flagler
Adrian J. Flanter & Associates	New York	545 Fifth Ave. Vanderbilt 6-2248	Adrian J. Flanter Arthur Seiden
Floortraffic Service	San Francisco	130 Bush St. Garfield 5232	John B. Parsons
Richard A. Foley Adv. Agency	Philadelphia	1616 Walnut St. Kingsley 1560	Russell Gray, Sr. Joseph M. DeLone, Jr.
Stanley W. Foran Adv. Agency	Dallas	Thomas Bldg. 2-5428	Max E. Shippee
Foreign Adv. & Service Bureau	New York	7 E. 42d St. Murray Hill 2-3444	J. Pechenik
Fort & Co.	Charlotte, N. C.	Kinney Bldg. 3-4217	John L. Fort
Foster & Davies	Cleveland	Keith Bldg. Cherry 5792	Maxton R. Davies
R. F. Foulk Adv. Agency	Pittsburgh	331 Fourth Ave. Court 4385	R. F. Foulk
Fox Adv. Co.	Baltimore	510 St. Paul St. Vernon 3939	Merral A. Fox
Don F. E. Fox & Assoc.	Utica, N. Y.	Paul Bldg. 4-4072	Don F. E. Fox
Albert Frank-Guenther Law	New York	131 Cedar St. Cortland 7-5060	Frank Reynolds H. T. Rockwell
	Philadelphia	Packard Bldg. Rittenhouse 3915	Robert L. Ingold
	Boston	10 Post Office Square Hancock 5900	August Hirschbaum
	Chicago	1 LaSalle St. Dearborn 8910	Melvin Gaveka
	San Francisco	Stock Exchange Bldg. Exbrook 2020	Lucrezia Kemper
Franke-Wilkinson-Schiwetz	Houston	Cotton Exchange Bldg. Capital 0168	Joe B. Wilkinson P. C. Franke, Jr. D. K. Williams
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	Joseph M. Roeser
Franklin Adv. Service	Boston	126 Newberry St. Kenmore 4644	Melvin B. Summerfield

F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Freitag Adv. Agency	Atlanta	Standard Bldg. Walnut 3493	Joseph V. Freitag Norman Frankel
Oakleigh R. French	St. Louis	4235 Lindell Blvd. Newstead 0037	C. S. Pangman
Morton Freund-Adv.	New York	400 Madison Ave. Wickersham 2-7985	E. Spitzer
Charles Daniel Frey Co.	Chicago	333 N. Michigan Ave. State 8161	A. H. Black
E. M. Freystadt Associates	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	1355 Market St. Hemlock 6030	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	Benjamin Friend
Mitchell E. Friend Co.	New York	15 Park Row Rector 2-5516	Benjamin Weber

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70 BROOKLINE AVE., BOSTON, MASS.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost Harvey P. Newcomb
	Lynn, Mass.	90 Exchange St. Lynn 3-0600	....
Fuller & Smith & Ross	New York	71 Vanderbilt Ave. Murray Hill 6-5600	S. J. Andrews C. T. Williams
	Cleveland	1501 Euclid Ave. Cherry 6700	W. J. Staab
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey
Furman-Gold Co.	New York	1123 Broadway Chelsea 3-8698	H. J. Gold

G

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jerome G. Galvin Adv. Co.	Kansas City	3619 Broadway Valentine 1661	Jerome G. Galvin J. O. Simon
Gandy Adv. Agency	Dallas	Mercantile Bldg. 2-4737	....
Gans Adv. Agency	Newark	810 Broad St. Market 2-5680	Frances Kurland
Alvin Gardner Co.	New York	7 E. 42d St. Murray Hill 2-1412	Alvin I. Gardner
Gardner Adv. Co.	St. Louis	Mart Bldg. Garfield 2915	Charles E. Claggett
	New York	9 Rockefeller Plaza Columbus 5-2000	Roland Martini
	Chicago	LaSalle Wacker Bldg. Franklin 5295	Clarence Menser
Sidney Garfinkel Adv. Agency	San Francisco	703 Market St. Exbrook 3420	Walter Guild
	Los Angeles	416 W. Eighth St. Trinity 8446	Donald A. Breyer
W. W. Garrison & Co.	Chicago	400 N. Michigan Ave. Superior 8191	H. P. Falvey
Geare-Marston	Philadelphia	1600 Arch St. Rittenhouse 3572	Frank Murphy
	New York	420 Lexington Ave. Mohawk 4-0880	Radcliffe Romeyn
General Adv. Agency Inc.	Los Angeles	1265 N. Vermont Ave. Olympia 2958	Ralf M. Spangler
Joseph R. Gerber Co.	Portland, Ore.	1305 SW 12th Ave. Broadway 0515	....
Gerth-Knollin Adv. Agency	San Francisco	68 Post St. Bldg. Garfield 1081	Frank Newton
	Los Angeles	1709 W. Eighth St. Prospect 2938	Byron H. Brown
J. Stirling Getchell	New York	405 Lexington Ave. Murray Hill 6-4800	Carolyn R. Moser C. A. Snyder
	Chicago	59 E. Van Buren St. Harrison 2606	L. O. Holmberg
	Detroit	New Center Bldg. Trinity 1-2200	Mrs. A. Kennedy
	Kansas City	Bryant Bldg. Harrison 8102	Karel Rickerson
Geyer, Cornell & Newell	New York	745 Fifth Ave, Wickersham 2-5400	Miss E. L. Larsen
	Detroit	New Center Bldg. Madison 6750	W. R. Denning
Gibbons Adv. Agency	Tulsa	Nat'l. Bank of Tulsa Bldg. 4-2444	Leslie Brooks
George H. Gibson Co.	New York	100 Gold St. Beekman 3-5280	Luis Gibson
Giezendanner Adv. Co.	Houston	Southern Standard Bldg, Charter 4-2594	John Paul Goodwin Chas. J. Giezendanner, Jr.
Gillham Adv. Agency	Salt Lake City	Continental Bank Bldg. Wasatch 1347	J. Y. Tipton Lon Richardson Genevieve Hunt
Bert S. Gittins	Milwaukee	739 N. Broadway Daly 6230	Bert S. Gittins
Glaser-Gottschaldt	Boston	Statler Bldg. Liberty 6044	Everett E. Doten
Glasser-Gailey & Co.	Los Angeles	672 S. Lafayette Park Place Fitzroy 2141	Grace Glasser P. E. Gailey
Gleason Adv. Agency	Detroit	David Stott Bldg. Cherry 9670	Miss A. I. Gleason
W. L. Gleeson & Co.	Riverside, Cal.	Fox-Riverside Theatre 6290	W. L. Gleeson

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ray K. Glenn Adv.	Oklahoma City	First National Bldg. 3-5439	Lowe Runkle
	Dallas	Liberty Natl. Bank Bldg. 2-3334	Ray K. Glenn
Francis K. Glew Adv.	Grand Rapids	Murray Bldg. 8-1848	Francis K. Glew
Glicksman Adv. Co.	New York	400 Madison Ave. Plaza 8-0716	Joseph Glicksman
Max Goldberg Adv. Agency	Denver	Railway Exchange Bldg. Cherry 5533	Dave Cooper Max Goldberg Eileen Barnett
I. A. Goldman & Co.	Baltimore	100 N. Eutaw St. Plaza 3357	I. A. Goldman
	Philadelphia	1015 Chestnut St. Lombard 4312	H. N. Goldberg
H. H. Good Adv. Agency	New York	53 Park Place Cortland 7-3120	H. H. Hoyt
Goodkind, Joice & Morgan	Chicago	919 N. Michigan Ave. Superior 6747	M. Lewis Goodkind
Phil Gordon Agency	Chicago	840 N. Michigan Ave. Delaware 4486	John Morgan
Gotham Adv. Co.	New York	2 W. 46th St. Longacre 5-2616	A. A. Kron
Gottschaldt- Humphrey (Division of C. P. Clark Inc.)	Atlanta	Norris Bldg. Walnut 6341	Fred Storey
Goulston Co.	Boston	35 Court St. Lafayette 5866	E. J. Goulston
Gourfain-Cobb Adv. Agency	Chicago	400 N. Michigan Ave. Superior 3668	Aron Adler
Grace & Bement	Detroit	New Center Bldg. Madison 4514	L. C. Grace
Robert L. Gracemill Adv. Agency	San Diego, Cal.	So. Title & Trust Bldg. Franklin 6551	Robert L. Gracemill Frank O'Farrell
Grady & Wagner	New York	501 Madison Ave. Eldorado 5-1625	Frank A. Grady
Grant Adv. Inc.	Dallas	Gulf States Bldg. 7-8121	David Echols
	Chicago	Palmolive Bldg. Superior 9055	Lew Valentine
	New York	30 Rockefeller Plaza Circle 5-4485	John C. Morrow
Paul Grant Adv.	Chicago	520 N. Michigan Ave. Delaware 5740	A. E. Schuster
Grant & Wadsworth & Casmir	New York	405 Lexington Ave. Murray Hill 9-4591	Marvin Casmir
Graphic Guild	New York	55 W. 42d St. Pennsylvania 6-0391	Alex D. Sniffen
Graves & Associates	Minneapolis	Radisson Hotel Atlantic 4531	Ivan H. Graves
Gray-Rogers Agency	Philadelphia	12 S. 12th St. Walnut 3636	Edmund H. Rogers W. B. Edwards
Harry B. Green & Co.	Baltimore	Baltimore Trust Bldg. Calvert 1817	F. B. Speed, Jr. E. F. Reibetanz
Green-Brodie	New York	485 Madison Ave. Plaza 3-9533	Michael Gore
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
Gregory & Bolton	Cleveland	Citizens Bldg. Main 7824	Bromley House Fred Fry
	Youngstown	Union Natl. Bank Bldg. 6-6262	Paul H. Bolton
Greve Adv. Agency	St. Paul	Minnesota Bldg. Cedar 6388	A. B. Connolly
Grey Adv. Agency	New York	128 W. 31st St. Chickering 4-3900	James H. Lang, Jr. James S. Morganthal
Julian Gross Adv. Agency	Hartford, Conn.	11 Asylum St. 7-7179	G. A. Kenney Harry Burdick
Griffith Adv. Agency	St. Petersburg, Fla.	Times Bldg. 4311	Robert F. Bullard
Griswold-Eshleman Co.	Cleveland	Terminal Tower Main 7626	Earl R. Preble W. A. Weaver
Groves-Keen	Atlanta	Bona Allen Bldg. Walnut 4517	J. L. Groves, Jr. Welden-Stevens
Guenther-Bradford & Co.	Chicago	15 E. Huron St. Superior 9474	William O'Brien Harry Margulies
	Los Angeles	536 S. Hill St. Tucker 9241	J. C. Conway
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Murray Hill 2-5680	Paul Gumbinner
Gundlach Adv. Agency	Chicago	343 S. Dearborn Wabash 1250	E. T. Gundlach

H

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wm. J. Hackenberg, Adv.	Wheeling, W. Va.	Hawley Bldg. 1787	Wm. J. Hackenberg
M. H. Hackett Inc.	New York	9 Rockefeller Plaza Circle 6-1950	Bernard Pagesstecher
Melvin F. Hall, Adv.	Buffalo	220 Delaware Ave. Madison 4461	M. F. Hall W. B. Tanner
Halpern Adv. Agency	New York	151 W. 40th St. Longacre 5-7167	Samuel Halpern
Halsell-Humphrey	Oklahoma City	First National Bldg. 2-0605	W. A. Humphrey Harold Halsell
	Houston, Tex.	Southern Standard Bldg. Charter 4-3354	Joe W. Edwards
Mason L. Ham Adv.	Boston	31 St. James Ave. Hancock 3620	Mason L. Ham Lillian H. Heap
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	S. T. Claslin
Ruth Hamilton Associates	Los Angeles	230 W. Seventh St. Michigan 3936	Ruth Hamilton
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Murray Hill 5-1737	Wm. Irving Hamilton
Hammer Adv. Agency	Hartford, Conn.	983 Main St. 5-4883	M. H. Hammer Lon Barlow Robert Eckelson
	New Haven, Conn.	808 Chapel St. 5-3411	Jack Raskin
Hansen-Williams Adv. Agency	New York	1270 Sixth Ave. Circle 7-4131	K. K. Hansen
Hanvey & Haas	San Francisco	Phelan Bldg. Douglas 4100	Howard G. Hanvey
L. J. Harger	Spokane, Wash.	Old Natl. Bank Bldg. Main 5001	L. J. Harger
M. E. Harlan Adv. Agency	San Francisco	525 Market St. Douglas 5721	M. E. Harlan M. C. Lodge
R. T. Harris Adv. Agency	Salt Lake City	1st Natl. Bank Bldg. 3-6175	R. T. Harris T. H. Axelsen
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	Milton Rippey
Harriss & Dawson	Greenville, S. C.	Norwood Bank Bldg. 780	James Dawson
Hart-Conway Co.	Rochester, N. Y.	Genessee Valley Trust Bldg. Main 2073	H. L. Hart J. P. Street H. E. Kennedy
George H. Hartman Co.	Chicago	307 N. Michigan Ave. State 0055	Thomas Kivlan
L. H. Hartman Co.	New York	50 Rockefeller Plaza Circle 5-4664	....
O. J. Hartwig Adv. Agency	New York	9 E. 40th St. Murray Hill 5-5510	O. J. Hartwig

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harvey-Massengale Co.	Atlanta	Walton Bldg. Walnut 9117	E. M. Walker
	Durham, N. C.	Snow Bldg. J-8451	C. Knox Massey
L. B. Hawes General Adv.	Boston	37 Temple Place Liberty 3008	Lester B. Hawes
Hays Adv. Agency	Burlington, Vt.	252 College St. 852	N. H. Myers
Ralph Heineman Adv. Agency	Chicago	737 N. Michigan Ave. Delaware 3939	Ralph Heineman
Heintz, Pickering & Co.	Los Angeles	323 W. Sixth St. Michigan 6062	Fred Becker
Henri, Hurst & McDonald	Chicago	520 N. Michigan Ave. Superior 3000	Frank Ferrin
Herald Adv. Agency	Philadelphia	13 S. 21st St. Locust 0404	Louis Schwerin
Hevenor Adv. Agency	Albany, N. Y.	11 N. Pearl St. 5-1586	Horace L. Hevenor Veronica N. Hevenor Marjorie C. McMullen
Ward Hicks Inc.	Albuquerque, N. M.	315 W. Gold Ave. 280	Ward Hicks
Albert P. Hill Co.	Pittsburgh	233 Oliver Ave. Grant 3700	Herbert Gesregan
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	Vinton H. McClure
Hillman-Shane Adv. Agency Inc.	Los Angeles	412 W. Sixth St. Vandike 5111	David Hillman
Hixson-O'Donnell Adv.	Los Angeles	555 S. Flower St. Mutual 8331	G. K. Breitenstein R. M. Hixson H. D. Walsh
Hixson-O'Donnell Adv. of Del.	New York	19 W. 50th St.	....
B. H. Hockswender Agency	Pittsburgh	Commonwealth Bldg. Atlantic 3389	B. H. Hockswender
Hoffman & York	Milwaukee, Wis.	808 N. Third St. Daly 6510	Wilford York Howard L. Peck
Hogan Adv. Co.	Kansas City	1010 Walnut St. Harrison 7464	J. L. Corless
Huber Hoge & Sons	New York	480 Lexington Ave. Plaza 3-9130	John Hoge
Holden, Graham & Clark	Detroit	Donovan Bldg. Cadillac 7810	D. C. Flint
William F. Holland	Cincinnati	Glenn Bldg. Main 2859	William F. Holland Derrick Wulff E. G. Lindsey B. J. Huck
Horton-Noyes Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 3316	C. H. Rickard

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DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Houck & Co. Adv.	Roanoke, Va.	25 W. Church Ave. 2-3411	Claude Harrison, Jr. C. B. Houck
Edward Howard & Co.	Cleveland	Union Commerce Bldg. Cherry 0494	Edward Howard
E. T. Howard Co.	New York	40 E. 49th St. Plaza 3-6861	Arthur Lippman
Charles W. Hoyt Co.	New York	551 Fifth Ave. Murray Hill 2-0850	Everett W. Hoyt
	Hartford, Conn.	650 Main St. Hartford 5-6066	Frank A. Whipple
HSG Adv. Agency	New York	19 E. 53d St. Wickersham 2-3338	Harry S. Goodman
Hubbell Adv. Agency	Cleveland	1220 Huron Road Cherry 0212	Frank Hubbell
Huber & Creeden	Boston	45 Newbury St. Kenmore 3600	Leo F. Creeden
Hudson Adv. Co.	New York	21 West St. Bowling Green 9-8950	W. D. Murphy S. R. Huntley
F. A. Hughes & Co.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes John P. McCarthy
Humbert & Jones	New York	228 E. 45th St. Murray Hill 2-7570	K. E. Humbert
Christy Humburg Adv. Agency	St. Louis	904 Pine St. Chestnut 1558	Christy Humburg
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	John C. Strouse
Humphrey, Prentke & Associates	Cleveland	Engineers Bldg. Cherry 2056	Ralph B. Humphrey
Husband & Thomas	New York	350 Madison Ave. Vanderbilt 6-5235	David C. Thomas
Hutchins Adv. Co.	Rochester, N. Y.	42 East Ave. Main 3528	Frank F. Hutchins
Hutchinson Adv. Co.	Minneapolis	Hodgson Bldg. Bridgeport 6801	H. K. Painter

I

Agency	City	Address Telephone Number	Executives In Charge of Radio
Industrial Adv. Assn.	Chicago	400 N. Michigan Ave. Delaware 7875	Milton Petersen
Ingalls-Miniter Co.	Boston	137 Newbury St. Commonwealth 5767	J. Raymond Miniter J. C. Downing
Wm. A. Ingoldsby Co.	Los Angeles	124 W. Fourth St. Michigan 4573	Wm. A. Ingoldsby
Interstate Adv. Agency	Cleveland	Marshall Bldg. Main 9444	G. A. Kirkendale
B. D. Iola Co.	New York	551 Fifth Ave. Murray Hill 2-6332	Irving Berk
Ivey & Ellington	Philadelphia	1400 S. Penn Sq. Locust 7909	Fred Anderson
	New York	155 E. 44th St. Murray Hill 2-5248	T. S. Strong

J

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dillard Jacobs Agency	Atlanta	Candler Bldg. Walnut 3481	P. W. Smith
Jamesway Inc.	Boston	Park Square Bldg. Hubbard 0766	Roland D. Mahoney C. E. Callahan, Jr.
Jasper, Lynch & Fishel	New York	28 W. 48th St. Wisconsin 7-7215	R. A. Jasper
W. C. Jeffries Co.	Los Angeles	816 W. Fifth St. Mutual 2887	Wilbur C. Jeffries
Jessop Adv. Co.	Akron	First Central Tower Franklin 3232	M. Rodgers
Hi Johnson Adv. Agency	Fort Worth	Flatiron Bldg. 2-8615	H. W. Johnson Frank O. Barden
Johnson, Read & Co.	Chicago	53 W. Jackson Wabash 7071	Mrs. M. B. Sutherby
Johnston Adv. Agency	San Francisco	625 Market St. Douglas 8288	Samuel P. Johnston
Lyle T. Johnston Adv. Agency	Washington	1727 K St. N.W. Republic 1298	Lyle T. Johnston
Jones & Brakeley	New York	150 Nassau St. Beekman 3-1981	Alex W. Burger
Dana Jones Co.	Los Angeles	950 S. Broadway Tucker 6131	Dana H. Jones O. V. Johnson
Ralph H. Jones Co.	Cincinnati	Carew Tower Main 3351	C. M. Robertson, Jr.
	New York	580 Fifth Ave. Wisconsin 7-5500	J. M. Nelson
Wylie B. Jones Adv. Agency	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	B. W. Heimer
Richard Jorgensen	San Jose, Cal.	74 N. First St. Ballard 662	Richard Jorgensen
Joseph Adv. Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph Eli Cohan

K

Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert Kahn & Associates	Chicago	430 N. Michigan Ave. Delaware 5480	E. J. Kahn
Kal Adv. Inc.	Washington	Star Bldg. Metropolitan 0863	David B. Stein I. T. Cohen
Kane Adv. Agency	Bloomington, Ill.	101 E. Monroe St. 960	Arthur P. Kane
John Karch Adv Agency	New York	280 Broadway Barclay 7-1045	Michael Altomari
H. W. Kastor & Sons Adv. Co.	Chicago	360 N. Michigan Ave. Central 5331	Robert G. Jennings George T. Duram
	New York	9 Rockefeller Plaza Columbus 5-6135	Arthur Kastor
Joseph Katz Adv. Co.	Baltimore	16 E. Mt. Vernon Pl. Vernon 7094	John T. McHugh
	New York	444 Madison Ave. Murray Hill 2-8680	Elizabeth Black
Henry J. Kaufman Adv.	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Robert Maurer Christine Kempton
	Baltimore	Court Square Bldg. Calvert 4675	Marx S. Kaufman
Stanley Kaye Adv. Agency	Cleveland	NBC Bldg. Cherry 1490	Stanley Kaye
Kayton-Spiero	New York	230 W. 41st St. Longacre 5-5090	Gerald B. Spiero
Raymond Keane Adv. Agency	Denver	Railway Exchange Bldg. Tabor 7166	Raymond Keane Ethel N. Hines
Keelor & Stites Co.	Cincinnati	Carew Tower Parkway 1311	Sam Malcolm Levy
Kelly, Nason Inc.	New York	30 Rockefeller Plaza Columbus 5-6300	Joseph Burland
Kelly, Stuhlman & Zahrndt	St. Louis	Mart Bldg. Garfield 0777	Charles F. Kelly, Jr. Walter W. Zahrndt
Kenyon & Eckhardt	New York	247 Park Ave. Plaza 3-0700	Tyler Davis
Ketchum, MacLeod & Grove	Pittsburgh	Koppers Bldg. Atlantic 1100	C. E. Livingston
Key Adv. Co.	Cincinnati	Fountain Square Bldg. Main 1164	....
H. M. Kiesewetter Adv. Agency	New York	9 E. 40th St. Lexington 2-0025	H. M. Kiesewetter S. H. Baker A. C. Christensen
Abbott Kimball Co.	New York	250 Park Ave. Plaza 5-6061	William Englemann
Kingshall Adv. Agency	Pasadena, Cal.	328 N. Lake Ave. Sycamore 3-6533	Charles E. Sydnor
Albert Kircher Co.	Chicago	111 N. Canal St. Dearborn 8467	Roy E. Dodge
W. S. Kirkpatrick Adv. Service	Portland, Ore.	American Bank Bldg. Beacon 3109	Robert Mayberry
Klau-Van Pietersom-Dunlap Associates	Milwaukee	744 N. Fourth St. Marquette 6780	Lee I. Archer R. E. Oakes
Philip Klein Inc.	Philadelphia	1910 Rittenhouse Sq. Kingsley 1420	Herbert Ringgold
Kleppner Co.	New York	551 Fifth Ave Murray Hill 2-6467	Moran McKinless
Klinger Adv. Corp.	New York	119 W. 57th St. Columbus 5-3435	Atwood A. Klinger
M. R. Kopmeyer Co.	Louisville	Realty Bldg. Wabash 2358	M. R. Kopmeyer W. A. Freeman E. S. Weldon
J. M. Korn & Co.	Philadelphia	1528 Walnut St. Pennypacker 2500	J. M. Korn Isabel Feinman
Paul D. Kranzberg & Associates	St. Louis	Louderman Bldg. Central 1463	Paul D. Kranzberg
Kremer & Howard	Memphis	Exchange Bldg. 5-4343	Homer Gentry
Krichbaum Co.	Cleveland	Leader Bldg. Cherry 8070	Norman G. Krichbaum
Arthur Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Charles Gannon Louis Dean
	Detroit	New Center Bldg. Madison 5315	Robert Copeland
	San Francisco	1601 Van Ness Ave. Graystone 2000	J. H. Hornell
	Washington	Albee Bldg. National 5506	Frank Getty
Gil Kuhn Co.	Los Angeles	3180 W. Sixth St. Exposition 4184	Gil Kuhn
Kuttner & Kuttner	Chicago	540 N. Michigan Ave. Superior 1877	C. D. Kuttner
Marion Kyle Adv. Agency	Los Angeles	1709 W. Eighth St. Fitz 2571	Marion Kyle

L

Agency	City	Address Telephone Number	Executives In Charge of Radio
Morton Lachman Adv. Agency	Aberdeen, Wash.	Electric Bldg. Aberdeen 486	Morton Lachman
Lake-Spiro-Shurman	Memphis	Sterick Tower 5-1571	Clarke R. Brown
James G. Lamb Co.	Philadelphia	Land Title & Trust Bldg. Spruce 7823	H. Ross Potter
Lambert & Feasley	New York	9 Rockefeller Plaza Columbus 5-3721	Martin Horrell Ira Ashley
Lamport, Fox & Co.	South Bend, Ind.	J. M. S. Bldg. 3-2065	C. F. Prell
A. B. Landau Inc.	New York	270 Broadway Rector 2-5341	Herman Younglieb
Landsheft & Warman	Buffalo	Liberty Bank Bldg Cleveland 7260	A. W. Landsheft H. L. Barber Daniel S. Warner
William T. Lane Adv. Agency	Syracuse	City Bank Bldg. 2-0259	William T. Lane
Lang, Fisher & Kirk	Cleveland	1010 Euclid Ave. Main 6579	Alvin B. Fisher
Lanpher & Schonfarber	Providence, R. I.	58 Weybosset St. Gaspee 4813	Lawrence Lanpher E. Doris Armstrong
Rupert L. Larson Adv.	Los Angeles	407 E. Pico Blvd. Prospect 9013	Rupert L. Larson
Lauesen & Salomon	Chicago	520 N. Michigan Ave. Superior 0738	A. M. Salomon
Lavenson Bureau	Philadelphia	12 S. 12th St. Lombard 1158	Jay Lavenson
Lavin Co.	Boston	Statler Bldg. Liberty 0030	J. L. Lavin C. C. Palmer
Leche & Leche Adv. Co.	Dallas	Texas Bank Bldg. 7-1479	Miles F. Leche Mont Hurst
Leeford Adv. Agency	New York	315 Fourth Ave. Stuyvesant 9-1742	David D. Lee
Al Paul Lefton Co.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	Edith Righter William R. Dothard
	New York	521 Fifth Ave. Vanderbilt 6-4340	Robert Misch
	Chicago	435 N. Michigan Ave. Superior 3567	R. C. Nelson
Hart Lehman Adv.	New York	116 Broad St. Bowling Green 9-9838	Hart Lehman
Leighton & Nelson	Schenectady	202 State St. 6-4202	Winslow Leighton George R. Nelson Winifred S. Niles Edward F. Flynn
Lennen & Mitchell	New York	17 E. 45th St. Murray Hill 2-9170	William Robson
	Hollywood	6253 Hollywood Blvd. Crestview 15206	Wm. N Robson
S. R. Leon Inc.	New York	1775 Broadway Columbus 5-0020	S. R. Leon
H. B. LeQuatte Inc.	New York	200 Madison Ave. Ashland 4-5571	H. B. LeQuatte
Lessing Adv. Co.	Des Moines	Walnut Bldg. 3-7669	R. J. Flynn D. L. Dungan
Nate Le Vene Adv. Agency	San Francisco	718 Larkin St. Ordway 0933	Lloyd F. Chase Edward Scott Roy C. Czerny
Raymond Levy Organization	New York	400 Madison Ave. Eldorado 5-6312	Raymond Levy L. J. Alles
Ted Levy Adv. Agency	Denver	Temple Court Bldg. Cherry 4521	Nobourne Smith Barbara Aiton
A. W. Lewin Co.	Newark	11 Commerce St. Mitchell 2-7244	....
Lewis Agency Inc.	Washington	Star Bldg. Metropolitan 4638	G. A. Lewis
Addison Lewis & Associates	Minneapolis	Foshay Tower Atlantic 6235	M. Anderson
Lewis & Tokar	Newark	17 Academy St. Mitchell 2-5440	Milton L. Lewis
Carr Liggett, Adv.	Cleveland	NBC Bldg. Cherry 3434	Carr Liggett E. C. Sheeler L. W. Smith
Lightfoot Associates	New York	342 Madison Ave. Regent 4-2898	Warren R. Lightfoot
Lindner Agency	New York	280 Madison Ave. 3-3207	Dorothy Lindner
Little Adv. Co.	Huntington, W. Va.	First Natl. Arcade 6146	H. L. Little C. M. Pace
Livermore & Knight Agency	Providence	42 Pine St. Gaspee 6111	Arthur L. Dean Wm. B. Gowdey, Jr. Herbert W. Gerlach
	Boston	Park Square Bldg. Hubbard 6244	I. E. Blaine

L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	Leigh Crosby Helen L. Ennis
Lloyd, Chester & Dillingham	New York	9 Rockefeller Plaza Circle 5-8800	Robert Hotz
Lockwood-Shackelford Adv. Agency	Los Angeles	122 E. Seventh St. Trinity 9801	Ralph D. Lockwood Norman J. Boroughs
Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6935	Mabel H. Loeb V. A. Pair
Lester A. Loeb Adv. Agency	New York	14 W. 40th St. Bryant 9-8911	Lester A. Loeb
Loewy Adv. Agency	New York	5 Beekman St. Worth 2-3773	Henry Loewy
Logan & Rouse Inc.	Los Angeles	Pacific Finance Bldg. Trinity 8194	Dudley L. Logan Duncan Jennings
W. E. Long Co.	Chicago	155 N. Clark St. Randolph 4606	Dan Ryan
Long Adv. Service	San Jose, Cal.	19 N. Second St. Ballard 5600	Alvin Long
	San Francisco	681 Market St. Douglas 3168	Hassel W. Smith
Lord & Thomas	New York	247 Park Ave. Wickersham 2-6600	Thos. A. McAvity John Hymes
	Chicago	919 N. Michigan Ave. Superior 4800	Jack W. Laemmar
	Hollywood	6331 Hollywood Blvd. Hollywood 6265	Norman Morrell
	San Francisco	Russ Bldg. Sutter 2355	M. Campbell
Lucerna Co.	New York	17 E. 45th St. Murray Hill 2-7267	Nicholas Goldman
Earle Ludgin Inc.	Chicago	230 N. Michigan Ave. Franklin 1762	Vincent R. Bliss
Lynn-Fieldhouse	Wilkes-Barre, Pa.	15 S. Franklin 2-7182	L. S. Fieldhouse W. B. Pritchard
Lyon Agency	San Francisco	116 New Montgomery St. Douglas 3546	D. E. Lyon
J. Horace Lytle Co.	Dayton	333 West First St. Hemlock 3141	J. E. Romig
	Columbus	79 E. State St. Adams 7461	C. L. Jaycox M. L. Brand

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AFFILIATED WITH THE COLUMBIA BROADCASTING SYSTEM

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

M

Agency	City	Address Telephone Number	Executives In Charge of Radio
MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 3-8244	....
MacDonald-Potter Inc.	Chicago	230 N. Michigan Ave. Randolph 6969	Robert L. Hoover
Mace Adv. Agency	Peoria, Ill.	Lehmann Bldg. 7197	....
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Evelyn Stark
MacGruder & Co.	Denver	Midland Savings Bldg. Cherry 4451	M. G. Grinspan
Norman A. Mack Co.	New York	67 W. 44th St. Vanderbilt 6-4943	Charles Michelson
MacKenzie, Inc.	Minneapolis	431 Clifton Ave. Kenwood 2500	Eben MacKenzie
MacManus, John & Adams	Detroit	Fisher Bldg. Trinity 2-8300	Elmer W. Froelich
	San Francisco	405 Montgomery St. Yukon 0740	Edward Sharet
	Los Angeles	714 W. Olympic Blvd. Richmond 0191	F. A. Berend
Maggart Adv. Agency	Chicago	333 N. Michigan Ave. Central 3861	M. E. Maggart
Katherine H. Mahool Adv.	Baltimore	12 E. Lexington St. Plaza 3617	Frank Katz
L. G. Maison & Co.	Chicago	600 S. Michigan Ave. Harrison 1356	....
Malcolm-Howard Adv. Agency	Chicago	20 E. Jackson Blvd. Webster 2110	Arthur M. Holland
David Malkiel Adv. Agency	Boston	260 Tremont St. Liberty 1421	Harry Lane Alfred Black Martin Kadis
T. J. Maloney Inc.	New York	122 E. 42d St. Murray Hill 4-0766	Mrs. Anne Gibbons
J. P. Mandel & Co.	Los Angeles	307 W. Eighth St. Trinity 7664	J. P. Mandel
Lloyd Mansfield Co.	Buffalo	Dun Bldg. Washington 2762	Lloyd Mansfield
Mansfield Adv.	San Francisco	111 Sutter St. Garfield 7029	C. Mansfield
D. S. Manson & Associates	Minneapolis	74 Glenwood Ave. Bridgeport 6228	Joe Deggendorg
Manternach Inc.	Hartford, Conn.	170 High St. 2-2823	Bill Williams
Marschalk & Pratt	New York	535 Fifth Ave. Vanderbilt 6-2022	Curt Peterson
Terrill Belknap Marsh Associates	New York	480 Lexington Ave. Eldorado 5-4570	T. B. Marsh
Harold Marshall Adv. Agency	New York	565 Fifth Ave. Plaza 3-0404	Harold Marshall
Arthur E. Martin Inc.	Chicago	307 N. Michigan Ave. Central 3263	Arthur E. Martin
Martin-Frank	Detroit	Fox Theatre Bldg. Randolph 6220	E. G. Frank F. V. Martin
Gustav Marx Adv. Agency	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason	Detroit	David Stott Bldg. Cherry 1945	Charles A. Mason
Mason-Relkin Co.	New York	369 Lexington Ave. Ashland 4-3531	Roger B. Relkin
J. M. Mathes Inc.	New York	122 E. 42d St. Lexington 2-7450	Wilfred S. King Fletcher Turner
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	T. W. Davis
Joseph Maxfield Co.	Providence, R. I.	36 Exchange Place Gaspee 4456	Joseph M. Finkle
Maxon Inc.	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	H. G. Selby
	New York	570 Lexington Ave. Eldorado 5-2930	Don Forker
	Bridgeport, Conn.	1260 Boston Ave. 6-2177	W. Roy Baker
	Chicago	919 N. Michigan Ave. Delaware 3536	L. J. Sholty
May Adv. Inc.	Philadelphia	106 S. 16th St. Rittenhouse 7642	James P. Monahan
Mayers Co.	Los Angeles	1240 S. Main St. Prospect 0101	Dean Simmons

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Chas. H. Mayne Co.	Los Angeles	318 W. Ninth St. Trinity 5579	Eugene P. Ramsay
McCann-Erickson	New York	50 Rockefeller Plaza Circle 5-7000	Stuart Ludlum Margaret Jessup Mrs. H. K. McCan Robert Tannehill
	Atlanta	10 Pryor St. Main 1062	Robert H. Scott
	Cleveland	Guardian Bldg. Cherry 3490	R. M. Aldreman
	Detroit	Penobscot Bldg. Randolph 9710	Clyde Vortman
	Chicago	910 S. Michigan Ave. Webster 3701	Earl G. Thomas
	Denver	Patterson Bldg. Cherry 5518	J. S. Barrows
	Los Angeles	448 S. Hill St. Mutual 1181	A. J. Bruhn
	San Francisco	114 Sansome St. Douglas 5560	Walter Burke H. Q. Hawes Phipps Rasmussen
Ray McCarthy Adv. Service	New York	10 Rockefeller Plaza Columbus 5-2050	Ray McCarthy
McCarty Co.	Los Angeles	1206 Maple Ave. Prospect 9132	Terrell T. McCarty M. L. Gowans H. E. Cassidy
	San Francisco	116 New Montgomery St. Sutter 8224	W. H. Wilde
McCord Co.	Minneapolis	Hodgson Bldg. Bridgeport 1225	E. Grove
McCormick Co.	Amarillo, Tex.	217 E. Seventh Ave. 5333	John R. Forkner
McDaniel, Fisher & Spelman	Akron, O.	First Central Tower Franklin 7108	A. C. Fisher
Leo E. McGivena	New York	444 Madison Ave. Plaza 3-7422	Harry J. Winsten
McGiveran-Child Co.	Chicago	228 N. LaSalle St. Superior 3528	M. J. Klee
C. F. McIntyre & Associates	Detroit	Free Press Bldg. Cadillac 7212	C. F. McIntyre
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Gordon Best
McKee & Albright	Philadelphia	1400 S. Penn Sq. Locust 4737	E. R. Walmsley
	New York	RCA Bldg. Columbus 5-2058	J. A. MacFadden
	Hollywood	6253 Hollywood Blvd. Hollywood 8363	Armand S. Deutsch
McLain Organization	Philadelphia	12 S. 12th St. Walnut 1131	Ralph Sloan
R. J. A. McLaughlin & Associates	Washington	Southern Bldg. Republic 1771	R. J. A. McLaughlin Frank B. McLaughlin Ada Lillian Bush M. G. Zimmerman
Harry McMains, Adv.	Dallas	Dallas Natl. Bank Bldg. 2-4844	....
Philip J. Meany Co.	Los Angeles	816 W. Fifth St. Michigan 3601	Philip J. Meany Carl K. Tester Ray Clinton Orville K. Fagan
Meermans Inc.	Cleveland	NBC Bldg. Cherry 2480	H. J. Meermans
Meldrum & Fewsmith	Cleveland	Leader Bldg. Cherry 4505	R. G. Simmons
Menken Adv. Inc.	New York	280 Madison Ave. Murray Hill 5-0570	Anna R. Belman
Merrill Adv. Co.	Cincinnati	801 E. Third St. Cherry 3006	....
Yale Merrill Co.	Baltimore	Calvert Bldg. Lexington 0607	Yale Merrill Kay Merrill Abel Jay
Metropolitan Adv. Co.	New York	92 Liberty St. Rector 2-0450	H. Sloan Joseph Cirone
	Los Angeles	355 S. Broadway Michigan 0548	A. F. Nelson

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Arthur Meyerhoff & Co.	Chicago	Wrigley Bldg. Delaware 7860	Nelson A. Shawn
	Milwaukee	759 N. Milwaukee Ave. Marquette 3144	George Grabin
	Los Angeles	530 W. Sixth St. Tucker 2607	George Taylor
Mid-Town Adv. Agency	New York	57 W. 125th St. Lehigh 4-2910	Sol Prowler
Midwest Adv. Agency	Rockford, Ill.	Talcott Bldg. Main 1456	W. A. Pitschke
Allen G. Miller Co.	Grand Rapids	24 Wealthy St. 9-3451	Allen G. Miller
C. L. Miller Co.	New York	521 Fifth Ave. Murray Hill 2-1010	Geo. V. Carhart
	Chicago	35 Wacker Drive Central 1640	Irving M. Tuteur
Harry M. Miller Inc.	Columbus	22 E. Gay St. Adams 7243	....
	Cincinnati	Enquirer Bldg. Cherry 1844	Robert M. Fleming
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	George Hecker
M. Glen Miller	Chicago	8 S. Michigan Ave. Franklin 1310	Marian A. Mackenzie
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6194	David Heer
Ray Mills Adv. Agency	Auburn, Me.	108 Court St. 190	Raymond T. Mills Lanning Pike
Milne & Co.	Seattle	Exchange Bldg. Main 2136	R. P. Milne Jas. K. Heffernan
Mindlin Adv. Agency	Kansas City	Insurance Exchange Bldg. Victor 1950	David Mindlin
Dan B. Miner Co.	Los Angeles	1151 S. Broadway Richmond 3101	Fred Meyer John Guedel
Mitchell Adv. Agency	Minneapolis	Essex Bldg. Main 5387	J. H. Mitchell Frank S. Conkey
Mitchell-Faust Adv. Co.	Chicago	230 N. Michigan Ave. State 6610	Paul Holman Faust Dorothy L. Parsons
Mithoff & White	El Paso	Martin Bldg. Main 4500	Dan T. White, Jr.
Emil Mogul Co.	New York	625 Madison Ave. Eldorado 5-1756	Emil Mogul
George Moll Adv. Co.	Philadelphia	Ninth Bank & Trust Bldg. Regent 9100	W. G. Wooster
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	Ralph Moore
C. Church More & Co.	Los Angeles	117 W. Ninth St. Vandike 0540	C. Church More
Chester C. Moreland Co.	Cincinnati	Times-Star Bldg. Parkway 1178	Chester C. Moreland T. H. Birch
Raymond R. Morgan Co.	Hollywood (See Goodkind, Joice & Morgan)	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Richard E. Messe John W. Nelson
R. A. Moritz Co.	Davenport, Ia.	Kahl Bldg. 2-3181	R. A. Moritz
H. C. Morris & Co.	New York	420 Lexington Ave. Lexington 2-8650	H. C. Morris
Morris & Davidson Adv.	Chicago	430 N. Michigan Ave. Superior 3933	Irving Rocklin
Morrison Adv. Agency	Milwaukee	1324 W. Wisconsin Ave. Marquette 5372	Marie M. Murray
Morse International	New York	122 E. 42d St. Lexington 2-6727	Richard Nicholls
Moser & Cotins	Utica, N. Y.	10 Hopper St. 4-6141	T. E. Moser A. S. Cotins J. N. Brown
	New York	420 Lexington Ave. Mohawk 4-7187	C. Veronica Welch
Moss Associates	New York	415 Lexington Ave. Vanderbilt 6-2353	Hines Hatchette
Faraon Jay Moss Inc.	Hollywood	1462 N. Stanley Ave. Granite 7146	Faraon Jay Moss
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	E. J. Felt Geo. A. Clauss
C. Wendel Muench & Co.	Chicago	210 E. Ohio St. Whitehall 7717	George R. Euwema
J. P. Muller & Co.	New York	229 W. 42d St. Longacre 3-2708	A. H. Lange

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Agency	City	Address Telephone Number	Executives In Charge of Radio
C. N. Mullican Co.	Louisville	Realty Bldg. Jackson 5834	C. N. Mullican
Mumm, Romer, Robbins & Pearson	Columbus, O.	33 N. Grant Ave. Main 1385	H. J. Nichols L. J. Sullivan
Willard G. Myers Adv. Agency	New York	RCA Bldg. Circle 7-3527	Willard G. Myers
Irving Myerson Agency	Chicago	330 S. Wells St. Harrison 7588	Irvin P. Myerson

N

Agency	City	Address Telephone Number	Executives In Charge of Radio
Nachman-Rhodes	Augusta, Ga.	Marion Bldg. 3231	Herbert Nachman Henry D. Rhodes
	Charlotte, N. C.	Commercial Bank Bldg.	H. A. Deadwyler
Wesley K. Nash Co.	St. Louis	Mart Bldg. Chestnut 4155	Phil Thompson
Needham, Louis & Brorby	Chicago	360 N. Michigan Ave. State 5151	Harrie K. Richardson
	Hollywood	1680 N. Vine St. Granit 8803	Cecil Underwood
Neff-Rogow	New York	30 Rockefeller Plaza Circle 7-4231	William Rogow Walter J. Neff
Ted Nelson Associates	New York	1650 Broadway Circle 7-2829	Ted Nelson
Nesbitt Service Co.	Cleveland	Hanna Bldg. Cherry 4804	K. A. Nesbitt M. C. Nesbitt
Newby, Peron & Flitcraft	Chicago	222 W. Adams St. Andover 3311	A. Herbert Peron Walter Zivi
Newell-Emmett Co.	New York	40 E. 34th St. Ashland 4-4900	William Reydel D. B. Langan
Theodore A. Newhoff Adv. Agency	Baltimore	Calvert Bldg. Lexington 7155	....
N. J. Newman Adv. Agency	Los Angeles	810 S. Spring St. Trinity 7664	N. J. Newman
Robert S. Nichols Agency	Seattle	Lloyd Bldg. Elliott 7417	Robert S. Nichols Robert Hillis Jack McClintock Howard Youngman
Kelso Norman Organization	San Francisco	703 Market St. Douglas 2848	Kelso Norman
Northwest Radio Adv. Corp.	Seattle	American Bank Bldg. Main 9282	Edwin A. Kraft W. L. Paul Dean Sherman F. L. Thornhill
Norton Adv. Service	Niagara Falls, N. Y.	615 Orchard Parkway 3508	M. Bradley Norton
Robert L. Nourse Co.	Los Angeles	844 S. Wall St. Vandike 3463	Robert L. Nourse H. H. Hindley
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Al Taylor George Tonsignant

O

Agency	City	Address Telephone Number	Executives In Charge of Radio
O'Callaghan Adv. Agency	Memphis	U. P. Natl. Bank Bldg. 8-4212	Getz Crenshaw
O'Dea, Sheldon & Canaday	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Ogden Adv.	Kalamazoo	1526 Evanston Ave. 4967	M. Dale Ogden
Ohio Adv. Agency	Cleveland	1740 E. 12th St. Prospect 7177	John V. Williams
P. F. O'Keefe Adv. Agency	Boston	199 Washington St. Capitol 6698	W. C. Sampson
Olian Adv. Co.	St. Louis	Boatmen's Bank Bldg. Central 8380	John Alden
Olmsted-Hewitt	Minneapolis	1200 Second Ave. S. Atlantic 0201	Ward H. Olmsted Gordon Daline Robert C. Millar
O'Malley Adv. & Selling Co.	Boston	44 School St. Capitol 0060	Charles D. O'Malley E. F. Young
Merritt Owens Adv. Agency	Kansas City, Kan.	Commercial Natl. Bank Bldg. Frexel 7250	Merritt Owens

P

Agency	City	Address Telephone Number	Executives In Charge of Radio
Pacific Adv. Staff	Oakland, Cal.	414 E. 13th St. Templebar 2885	Eric F. Dandy
Pacific Market Builders	Los Angeles	672 S. Lafayette Park Place Federal 3154	Fred G. Swartz J. B. Kiefer
Pacific National Adv. Agency	Seattle	605 Union St. Eliot 4884	Marjorie McPherson
	Portland, Ore.	Fenton Bldg. Atwater 4339	Harold Stone
	Tacoma, Wash.	Rust Bldg. Main 6515	John B. Goff

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9840	Eugene J. Cogan Frank H. Pamentel
Tom Jones Parry Inc.	Seattle	Hoge Bldg. Seneca 0989	Tom Jones Parry
Harry J. Patz Co. Adv.	Baltimore	Munsey Bldg. Calvert 3887	Harry J. Patz Theo. J. Patz
Paulson-Gerlach & Associates	Milwaukee	176 W. Wisconsin Ave. Marquette 6877	B. J. Paulson H. H. Sinako E. J. Schickel
Wilbur Payn Adv. Agency	Oklahoma City	Colcord Bldg. 7-2887	Wilbur Payn
Hancock Payne Adv. Organization	Philadelphia	Public Ledger Bldg. Lombard 2405	Charles D. Ledyard
Payne Adv. Agency	San Antonio	Smith Young Tower Garfield 6371	J. B. Payne Charles Mueller
W. Montague Pearsall	New York	30 Vesey St. Cortlandt 7-3700	W. Montague Pearsall
Peck Adv. Agency	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinsheimer
Pedlar & Ryan	New York	250 Park Ave. Plaza 5-1500	Gregory Williamson Frank G. Silvernail
J. W. Pepper Inc.	New York	500 Fifth Ave. Longacre 5-1200	Burt Squire
Perrin-Paus Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Chet Petersen	Los Angeles	815 S. Hill St. Trinity 0841	Chet Petersen
Pettingell & Fenton	New York	673 Fifth Ave. Plaza 5-1880	Fleur Fenton Atherton Pettingell
Harold Pettus Adv.	Corpus Christi, Tex.	Furman Bldg. 2-5621	Harold Pettus
Stanley Pflaum Associates	Chicago	737 N. Michigan Ave. Delaware 2722	Stanley F. Pflaum W. B. Booth
Phelps-Engel-Phelps	Chicago	919 N. Michigan Ave. Superior 7656	F. L. Engel, Jr.
Picard Adv. Inc.	New York	250 W. 57th St. Columbus 5-4121	Richard A. Picard
Harold W. Pickering Adv.	Salt Lake City	Templeton Bldg. 5-4863	Harold W. Pickering
Piedmont Agency	New York	551 Fifth Ave. Murray Hill 2-0323	Alfred J. Simon
Pitluk Adv. Co.	San Antonio	Alamo National Bldg. Garfield 7268	Fred Allen J. N. Pitluk
Platt-Forbes	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt
Julian G. Pollock Co.	Philadelphia	1717 Sansom St. Locust 1686	Mort Rovins
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury R. J. Potts Frank F. B. Houston E. A. Warner W. B. Hill
Potts-Turnbull Co.	Kansas City	912 Baltimore Ave. Victor 9400	N. P. Rowe
Harold Pottus Adv.	Corpus Christi, Tex.	Furman Bldg. 2-5621	Harold Pottus
Edward M. Power Co.	Pittsburgh	Oliver Bldg. Atlantic 0827	William S. Power George E. Eisenhauer
John O. Powers Co.	New York	220 E. 42d St. Murray Hill 2-8766	Robert W. Powers
F. E. Prelle Co.	Hartford, Conn.	983 Main St. 7-1117	L. R. Schoenfeld
Presba, Fellers & Presba	Chicago	360 N. Michigan Ave. Central 7683	E. A. Fellers Bert S. Presba Will B. Presba
Productive Adv. Agency	Los Angeles	6127 S. Western Ave. Pleasant 4111	W. H. Reuter
Richard Prosser	San Francisco	De Young Bldg. Sutter 6120	Richard Prosser
Purse Co.	Chattanooga	435 Chestnut St. 7-1264	Hume Seymour

Q

Agency	City	Address Telephone Number	Executives In Charge of Radio
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen Alice E. Potter

R

Agency	City	Address Telephone Number	Executives In Charge of Radio
Radcliffe-Scott & Associates	Little Rock	Medical Arts Bldg. 2-2539	R. T. Scott Al Pollard
Radio Adv. Co.	Buffalo	Erie County Bank Bldg. Washington 2714	Robert P. Mendelson
L. W. Ramsey Co.	Chicago	230 N. Michigan Ave. Franklin 8155	Fred Herendeen
	Davenport, Ia.	Union Bank Bldg. 3-1889	E. G. Naeckel W. J. Henderson
	Fort Wayne, Ind.	406 E. Superior St. Anthony 9396	Frank Dunigan
Randall Co.	Hartford, Conn.	75 Pearl St. 7-8233	J. L. Baum
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	C. E. Foerster
	New York	331 Madison Ave. Vanderbilt 6-4951	Robert Dorfman
William H. Rankin Co.	New York	9 Rockefeller Plaza Circle 6-3550	William H. Rankin Jr
Ratcliffe Adv. Agency	Dallas	Continental Bldg. 2-8035	M. K. Ratcliffe D. P. Neal
Charles A. Rawson & Associates	Atlanta	Commercial Exchange Bldg. Walnut 3594	Charles A. Rawson Frank P. Bell
Howard Ray Adv. Agency	Los Angeles	318 W. Ninth St. Vandike 5261	Howard Ray
L. Raymond Co.	Los Angeles	1151 S. Broadway Prospect 3511	Larry Raymond
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-5100	Richard Gulick
	New York	6 E. 45th St. Vanderbilt 6-5924	J. S. Little
Realservice Adv. Agency, Inc.	New York	110 W. 34th St. Pennsylvania 6-4411	J. T. Hanft
Redfield-Johnstone	New York	247 Park Ave. Plaza 3-6120	Norman Livingston
Edwin I. Reeser	Tulsa, Okla.	223 S. Cheyenne 3-6156	Edwin I. Reeser
Knox Reeves	Minneapolis	1st Natl. Bank Bldg. Bridgeport 7701	Lloyd Griffin
	New York	122 E. 42d St. Murray Hill 4-3982	Brad N. Robinson
Morgan Reichner & Co.	New York	400 Madison Ave. Wickersham 2-3100	Morgan S. Reichner
Reincke-Ellis-Younggreen & Finn	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams
Emil Reinhardt Agency	Oakland, Cal.	1736 Franklin St. Templebar 2408	Emil Reinhardt Dave Lane
Reiss Adv. Inc.	New York	30 Rockefeller Plaza Columbus 5-7733	M. Schuhoff
Reiwitch & Wittenberg	Chicago	64 E. Lake St. Dearborn 3188	A. D. Reiwitch
William B. Remington Inc.	Springfield, Mass.	196 Worthington St. 2-2135	H. F. King T. L. Hunt
Remsen Adv. Agency	New Haven	246 Meadow St. 8-1181	John R. Demarest
	Bridgeport, Conn.	301 John St. 4-2167	L. P. MacAdams
	Hartford, Conn.	197 Asylum St. 2-9074	Richard B. Burpee, J
Renfro Valley Enterprises	Mt. Vernon, Ky.	....	John Lair
Rufus Rhoades & Co.	San Francisco	De Young Bldg. Exbrook 6469	Robert O. Davis
M. Evans Richmond Co.	Philadelphia	220 S. 16th St. Kingsley 1664	Pat Hebbard
C. E. Rickerd, Inc.	Detroit	Maccabees Bldg. Temple 1-3636	C. E. Rickerd
Ridgway Co.	St. Louis	1901 Locust St. Central 6622	Mrs. M. D. Corbett
R. C. Riebel Adv. Agency	Louisville	Bankers Trust Bldg Wabash 2760	R. C. Riebel
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	[illegible]
Lee Ringer Adv.	Los Angeles	3923 W. Sixth St. Drexel 8131	Lee Ringer Thelma Francis

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Agency	City	Address Telephone Number	Executives In Charge of Radio
John H. Riordan Co	Los Angeles	816 W. Fifth St. Michigan 8296	Earl R. Culp
Philip Ritter Co.	New York	511 Fifth Ave. Murray Hill 2-3393	Philip Ritter, Jr.
Dan Rivkin	Philadelphia	220 S. 16th St. Pennypacker 5766	Dan Rivkin
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
S. E. Roberts	Philadelphia	Lincoln-Liberty Bldg. Rittenhouse 6171	S. E. Roberts
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	A. J. MacAvinche
Roberts & Reimers	New York	551 Fifth Ave. Murray Hill 2-3175	Robert P. Reimers
Robertson Adv.	Denver	U. S. Natl. Bank Bldg. Keystone 4657	G. Robertson Mary A. Robertson
Elwood J. Robinson Adv. Agency	Los Angeles	541 S. Spring St. Mutual 1142	Melvin A. Jensen
Roche, Williams & Cunnyngham	Chicago	310 S. Michigan Ave. Harrison 8490	N. J. Cavanagh
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
Rogers, Gano & Gibbons	Tulsa, Okla.	Natl. Bank of Tulsa Bldg. 2-2222	....
	Chicago	75 E. Wacker Drive Franklin 4883	J. C. Bachrodt
Rogers-Gano Adv. Agency of Texas	Houston	1305 Prairie Ave. Fairfax 6301	Dale C. Rogers
Rogers & Smith Adv.	Dallas	Wholesale Merchants Bldg. 7-1477	Connie Joan Connor Howard N. Smith
Rogers & Smith Adv. Agency	Chicago	20 N. Wacker Drive Dearborn 0021	Roland R. Blair
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer W. E. Pell
Root-Mandabach Adv. Agency	Chicago	646 N. Michigan Ave. Superior 8247	Perrin B. Root
Wm. Ganson Rose Inc.	Cleveland	Terminal Tower Prospect 6171	L. C. Brown
Rose-Martin	New York	21 W. 46th St. Bryant 9-4621	Alvin H. Kaplan
Arthur Rosenberg Co.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg
Rosette Adv. Agency	New York	122 E. 42d St. Ashland 4-7780	George Rosette
W. B. Ross & Associates	Los Angeles	1909 S. Estrella Ave. Prospect 8600	W. B. Ross
Ross-Gould Co.	St. Louis	Olive & 10th St. Central 1646	Harry Meyer
Roth, Schenker & Bernhard	Chicago	737 N. Michigan Ave. Whitehall 6030	A. E. Peters
Eugene F. Rouse & Co.	Los Angeles	816 West Fifth St. Michigan 7384	Eugene F. Rouse
Theodore Rozell Adv. Agency	Clevis, N. M.	Box 173	....
Rozene Adv. Co.	Bridgeport, Conn.	59 Cannon St. 6-1176	Jack Rozene Leon Rozene
Charles L. Rumrill & Co.	Rochester	364 East Ave. Stone 592	Charles L. Rumrill G. Grantly Wallington
Ruthrauff & Ryan	New York	405 Lexington Ave. Murray Hill 6-6400	Charles Ayres S. H. Bayles
	Chicago	360 N. Michigan Ave. Randolph 2625	Ros Metzger
	Detroit	7430 Second Blvd. Madison 1980	N. J. Newton
	San Francisco	235 Montgomery St. Douglas 5822	Robert M. Watson
	St. Louis	812 Olive St. Main 0128	Oscar Zahner
	Hollywood	1680 N. Vine St. Hillside 7593	Charles Perrine
	Seattle	1216 Third Ave. Main 6727	F. G. Mullins
Howard J. Ryan & Associates	Seattle	Stuart Bldg. Seneca 2777	Howard J. Ryan
Lewis Edwin Ryan Inc.	Washington	726 Jackson Place, N. W. National 9643	Mahlon A. Glascock
Ryder & Ingram	Oakland, Cal.	337 17th St. Templebar 0363	Ross H. Ryder Robert L. Ingram Ralph M. Jewell

S

Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert St. Clair Co.	Wilkes-Barre, Pa.	2d Natl. Bank Bldg. 4-1178	Arnott L. Jones
	New York	30 Rockefeller Plaza Circle 7-5052	Hubert Johnson
St. Georges & Keyes	New York	250 Park Ave. Plaza 3-6920	Maubert St. Georges
St. Paul Adv. Co.	St. Paul	96 S. Wabasha St. Riverside 1822	....
Arthur W. Sampson Co.	Boston	199 Washington St. Capitol 0131	Arthur L. Clark Arthur W. Sampson
Tom Sawyer Adv. Agency	Dallas	723 N. St. Paul St. 2-1424	Beebe Sawyer Tom Sawyer
William A. Schautz Adv. Agency	New York	247 Park Ave. Plaza 5-1161	William A. Schautz

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Scheck Adv. Agency	Newark	9 Clinton St. Market 2-0480	....
Louis E. Shecter Adv. Agency	Baltimore	Hearst Tower Bldg. Plaza 4089	J. L. Levin
Scheel Adv. Agency	Cleveland	1740 East 12th St. Cherry 2644	C. W. Scheel
William N. Scheer Adv. Agency	Newark	24 Branford Place Market 3-4171	William N. Scheer P. Shapiro
Hugo Scheibner Adv.	Los Angeles	111 W. Seventh St. Michigan 6636	Hugo Scheibner
Scholts Adv. Service	Los Angeles	1201 W. Fourth St. Michigan 2396	T. D. Scholts Wm. G. Scholts
Schwab & Beatty	New York	1230 Sixth Ave. Circle 5-9090	R. W. Beatty
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1815	Walter Schwimmer Robert J. Scott
Scott-Telander	Milwaukee	411 E. Mason St. Daly 1080	Harry H. Scott M. A. Lemkuhl E. H. Swanson
Edward L. Sedgwick Co.	Peoria, Ill.	Alliance Life Bldg. 6637	Edward L. Sedgwick
	Chicago	333 N. Michigan Ave. Franklin 0951	D. M. Smith
Russell M. Seeds Co.	Chicago	Palmolive Bldg. Delaware 1046	Tom Wallace Miss H. J. Rollinson
	Cincinnati	Fountain Sq. Bldg. Cherry 6558	....
	Indianapolis	Lemcke Bldg. Riley 9386	....
Theodore H. Segall Adv. Agency	San Francisco	544 Market St. Sutter 6557	Frank Parke Wright
Roscoe W. Segar Adv. Agency	Portland, Ore.	2125 N. E. 48th Ave. Trinity 3445	Roscoe W. Segar D. D. Segar

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Sehl Adv. Agency	Chicago	360 N. Michigan Ave. State 7344	H. W. Sehl
Frederick Seid Adv. Agency	San Francisco	127 Montgomery St. Garfield 0360	Sam P. Moore
Seidel Adv. Agency	Washington	American Bldg. National 8947	Robert Seidel
J. Albert Shaffer	Washington	Evening Star Bldg. National 5252	J. Albert Shaffer
Shaffer, Brennan, Margulis Adv. Co.	St. Louis	4 N. Eighth St. Main 2579	Sam B. Margulis
Shapiro, Feinberg & Schoenbrod	Chicago	711 W. Lake St. Monroe 7902	A. F. Shapiro
John B. Shaw Adv.	Los Angeles	816 W. Fifth St. Mutual 5161	John B. Shaw
Shaw Adv. Agency	Denver	Railway Exchange Bldg. Cherry 2332	Lawson Hetherwick
Louis E. Shecter Adv. Agency	Baltimore	Hearst Tower Bldg. Plaza 4089	J. L. Levin
J. William Sheets	Seattle	Central Bldg. Main 2442	J. William Sheets
Lisle Sheldon Adv.	Los Angeles	4310 Beverly Blvd. Drexel 5185	Lisle Sheldon
Shepard Adv. Agency	Chicago	435 N. Michigan Ave. Superior 2666	F. E. McBride
Sherman & Marquette	Chicago	Palmolive Bldg. Delaware 8000	Henry Selinger
Short & Baum, Advertising	Portland, Ore.	718 W. Burnside St. Beacon 5872	Charles L. Baum
Franklin P. Shumway Co.	Boston	453 Washington St. Liberty 1559	....
Sidener & Van Riper	Indianapolis	Circle Tower Market 3541	Wm. F. Kegley
H. Chas. Sieck Inc.	Los Angeles	1151 S. Broadway Prospect 2074	H. Chas. Sieck
Alfred J. Silberstein Inc.	New York	9 E. 40th St. Murray Hill 3-6232	Harold M. Mitchell B. Goldsmith, Jr.
Charles Silver & Co.	Chicago	737 N. Michigan Ave. Superior 6625	B. R. Solomon Allan S. Becker
Silverman Adv. Co.	Chicago	236 N Clark St. Andover 1144	M. B. Silverman
Simmonds & Simmonds	Chicago	201 N. Wells St. Central 1166	Phil Tobias
Simon & Gwynn	Memphis	Commercial Title Bldg. 5-2404	Milton Simon H. N. Gwynn
Simons-Michelson Co.	Detroit	Washington Blvd. Bldg. Cherry 3000	Ivan Frankel
Simpers Co.	New York	444 Madison Ave. Eldorado 5-5040	Florence Dart
Simpson Adv. Co.	St. Louis	214 N. Sixth St. Garfield 0462	Roy B. Simpson
Jay H. Skinner Adv. Agency	Houston	Sterling Bldg. Capital 6278	Francis Gilbert
Small & Seiffer	New York	24 W. 40th St. Wisconsin 7-8765	M. Small
Allen C. Smith Adv. Co.	Kansas City	20 W. Ninth St. Harrison 7438	Allen C. Smith
C. Brewer Smith Adv. Agency	Boston	27 School St. Lafayette 2394	C. Brewer Smith
Geo. W. Smith Adv.	Wheeling, W. Va.	Hawley Bldg. 1787	W. J. Hackenberg
Smith & Bull Adv.	Los Angeles	553 S. Western Ave. Drexel 3263	Dick Smith Frank Bull
Smith & Drum	Los Angeles	650 S. Grand Ave. Trinity 3454	A. Carman Smith Harry C. Drum
	San Francisco	417 Montgomery St. Exbrook 6411	W. W. Drum
	Seattle	Dexter-Horton Bldg. Main 3765	Arthur Poolton
Smith, Hoffman & Smith	Pittsburgh	323 Fourth Ave. Atlantic 9313	Ronald P. Taylor
Snow, Bates & Orme	Springfield, Mass.	95 State St. 6-3668	A. M. Orme
Sorensen & Co.	Chicago	Palmolive Bldg. Delaware 5030	Roy A. Sorensen
Southern Adv. Corp.	Durham, N. C.	111 Corcoran St. F-9031	R. S. Williamson

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Sparrow Adv. Agency	Birmingham	Farley Bldg. 3-0287	J. Martin Smith
C. Jerry Spaulding Inc.	Worcester, Mass.	201 Commercial St. 3-4789	C. Jerry Spaulding
Raymond Spector Co.	New York	32 E. 57th St. Eldorado 5-1270	Raymond Spector Dan Rodgers
Spector-Goodman Adv. Agency	Chicago	75 E. Wacker Drive Dearborn 7375	S. Spector
Rolfe C. Spinning Inc.	Detroit	Macabee Bldg. Columbus 0531	Paul H. Bruske
Spot Broadcasting Inc.	New York	303 W. 42d St. Circle 6-9375	Miss H. A. Thomas
W. E. Sproat & Co.	Chicago	664 N. Michigan Ave. Superior 4845	R. W. E. Sproat
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American Natl. Bank Bldg. 3-1678	Urban H. Moss Donald Urry
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	E. R. Goble H. L. Hulsebus E. A. Goble
	New York	400 Madison Ave. Plaza 3-7445	Richard A. Porter Gordon Cooke Harold Kemp
	San Francisco	Monadnock Bldg. Yukon 2486	James Houlihan
Standish Inc.	Providence, R. I.	Union Trust Bldg. Gaspee 4505	Granville S. Standish
Staples & Staples	Richmond, Va.	10 S. 10th St. 2-0210	Mrs. Mary B. Staples
Barton A. Stebbins Adv.	Los Angeles	811 W. Seventh St. Trinity 8821	Barton A. Stebbins Arthur W. Gudelman
	New York	247 Park Ave. Plaza 3-8280	William S. Arnold
Frank R. Steel & Associates	Chicago	360 N. Michigan Ave. State 3188	Bernard E. Steinman
Steele Adv. Agency	Houston	Merchants & Mfrs. Bldg. Preston 9997	H. Wirt Steele
Steller-Millar Agency	Los Angeles	112 W. Ninth St. Mutual 4308	Otto A. Steller Helen V. Millar
Sterling Adv. Agency	New York	70 W. 40th St. Longacre 5-4614	Leon A. Friedman
Lou Sterling & Associates	Hollywood	1224 Addison St. Sunset 2-3877	....
Arthur R. Sternau	Philadelphia	1700 Sansom St. Rittenhouse 4187	Arthur R. Sternau
Sternfield-Godley	New York	280 Broadway Barclay 7-3030	Phillip Scheft
Steuerman Adv. Agency	New York	205 E. 42d St. Caledonia 5-4334	Mrs. L. Steuerman

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Fred D. Stevens Co. Adv.	Utica	14 Devereux St. 4-9339	Fred D. Stevens
Jewell F. Stevens Co.	Chicago	19 S. LaSalle St. Central 2202	Wilson Brown
Stevens & Wallis	Salt Lake City	36 Richards St. Wasatch 1636	David W. Evans Stringham A. Stevens
	Ogden, Utah	First Natl. Bank Bldg. 4500	....
Stewart-Davis Adv. Agency	Chicago	400 N. Michigan Ave. Superior 1612	S. M. Davis
Stewart, Hanford & Casler	Rochester, N. Y.	11 James St. Stone 1453	L. A. Casler Albert T. Stewart
Stewart-Jordon Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Gary Bub
Stewart-Taylor Co.	Duluth, Minn.	326 W. Michigan St. Melrose 114	L. E. Marvin
Stockton, West, Burkhart	Cincinnati	First Natl. Bank Bldg. Cherry 3517	R. S. West Russel G. Phillips
Stodel Adv. Co.	Los Angeles	411 W. Seventh St. Trinity 8577	Edward C. Stodel
Stone-Stevens-Howcott-Halsey Inc.	New Orleans	Whitney Bldg. Magnolia 1684	J. B. Simpson
Stoneton Adv. Agency	Hallowell, Me.	145 Water St. Augusta 1280	E. M. Everett
Charles M. Storm Co.	New York	50 E. 42d St. Murray Hill 6-2820	Edward Klein Allston E. Storm
Strang & Prosser Adv. Agency	Seattle	Smith Tower Eliot 1322	Grant Merrill
Strauchen & McKim	Cincinnati	C. of C. Bldg. Main 2245	Louis Schaefer
Street & Finney	New York	330 West 42d St. Bryant 9-2400	Walter Craig
Charles R. Stuart	San Francisco	625 Market St. Douglas 2438	Georgia Friedmann Charles P. Johnson
	Los Angeles	412 W. Sixth St. Tucker 2822	Charles Levitt
Culbreth Sudler Co.	Los Angeles	672 S. Lafayette Park Pl. Federal 3154	Culbreth Sudler
Suedhoff & Co.	Fort Wayne, Ind.	Citizens Trust Bldg. Anthony 5421	Carl Suedhoff Oswald Ferber
Charles F. Sullivan & Associates	Detroit	Leland Hotel Bldg. Randolph 2300	Charles F. Sullivan
G. Lynn Sumner Co.	New York	285 Madison Ave. Caledonia 5-4103	G. Lynn Sumner E. R. Wood
Swafford & Koehl	New York	341 Madison Ave. Murray Hill 6-8860	J. R. Landan

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Sweeney & James	Cleveland	1501 Euclid Ave. Main 7142	John F. Sweeney
	Los Angeles	2525 Firestone Blvd. Jefferson 4019	D. E. McKellar
Hilmer V. Swenson Co.	Chicago	1801 W. Byron St. Buckingham 9601	H. V. Swenson
Howard Swink Adv. Agency	Marion, O.	372 East Center St. 2492	Howard Swink
Syverson-Kelley	Spokane	Mohawk Bldg. Main 4311	Raymond P. Kelley A. H. Syverson H. A. Brassard

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J. D. Tarcher & Co.	New York	630 Fifth Ave. Circle 6-2626	William E. Larcombe
Sam Taubman Adv. Agency	Philadelphia	Lewis Tower Rittenhouse 8674	Sam Taubman
Henry H. Teplitz	Chicago	540 N. Michigan Ave. Delaware 4440	Henry H. Teplitz
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Reber Linnea Nelson T. D. Luckenbill A. K. Spencer
	Chicago	410 N. Michigan Ave. Superior 0303	B. W. Gunn Margaret Wiley
	San Francisco	Shell Bldg. Garfield 3510	Helen McGrath
	Hollywood	1549 N. Vine St. Hillside 7241	Dan Danker
Thompson Adv. Agency	Youngstown	761 Wick Ave. 6-6159	Ray M. Thompson Sara Spinks
	Pittsburgh	Martin Bldg. Fairfax 0348	....
Thompson-Koch Co.	Cincinnati	32 W. Sixth St. Cherry 5221	W. S. Groom
Norman W. Tolle & Associates	San Diego, Cal.	631 Third Ave. Franklin 6606	Norman W. Tolle
Tomaschke-Elliott	Oakland, Cal.	1624 Franklin St. Glencourt 4941	Wallace F. Elliott
	South Bend, Ind.	Associates Bldg. 3-3171	L. J. Carter
E. B. Timkins & Associates	Syracuse, N. Y.	Heffernnan Bldg.	....
Tomowske Adv. Agency	Spokane	Chronicle Bldg. Riverside 1159	Wm. T. Ogle Gail Curtis
F. B. Tompkins & Assoc.	Syracuse	205 Harrison St. 2-8409	Harold Taylor
Arthur Towell Inc.	Madison, Wis.	Commercial Bank Bldg. Fairchild 682	Ralph Timmons
Townsend Adv. Service	Burlington, Vt.	203 College St. 2544	Charles E. Townsend
W. I. Tracy Inc.	New York	515 Madison Ave. Eldorado 5-4404	M. M. Fleischl
Tracy-Locke-Dawson	Dallas	1307 Pacific Ave. 7-8655	James J. Jefferies Monty Mann C. W. Middifield E. J. Worthington
	New York	22 E. 40th St. Ashland 4-1690	Mario Messina H. R. Hendrick
Trades Adv. Agency	New York	180 Madison Ave. Ashland 4-9136	G. Walter Lindsey
Fletcher B. Trunk & Co.	Denver	Gas & Elec. Bldg. Tabor 3434	Fletcher B. Trunk Jerry C. Downer Ruth Knudson
James H. Turner Co.	Chicago	520 N. Michigan Ave. Superior 2161	John K. Turner

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Agency	City	Address Telephone Number	Executives In Charge of Radio
Fletcher S. Udall & Associates	San Francisco	111 Sutter St. Douglas 4215	Fletcher S. Udall
Roland G. E. Ullman	Philadelphia	1520 Locust St. Pennypacker 4521	Nan M. Collins
United Adv. Agency	San Francisco	155 Sansome St. Exbrook 2583	C. Rothblum

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Agency	City	Address Telephone Number	Executives In Charge of Radio
United Broadcasting Co.	Chicago	201 N. Wells St. Andover 1685	W. L. Klein
	New York	19 W. 44th St. Vanderbilt 6-3816	Joseph Bloom
United Service Adv.	Newark	972 Broad St. 3-4606	Alex Ruben
United States Adv. Corp.	Toledo	240 Huron St. Main 8205	Carl U. Fauster
	Chicago	612 N. Michigan Ave. Delaware 4466	A. J. Engelhardt
Universal Adv. Agency	Malden, Mass.	32 Union St. Malden 2925	Clarence E. Worthen
Unwin Adv. Agency	Detroit	5144 14th St. Tyler 6-5451	B. V. Unwin

V

Agency	City	Address Telephone Number	Executives In Charge of Radio
Van Auken-Ragland	Chicago	20 N. Wacker Drive Franklin 2910	K. L. Van Auken Chester A. Ragland
Van De Mark Adv. Inc.	Cincinnati	Times Star Tower Parkway 6660	Curtis W. Van De Mark
	Minneapolis	Lumber Exchange Bldg. Bridgeport 8574	Claude Efnor
Van Hecker-MacLeod	Chicago	75 E. Wacker Drive State 5615	C. E. Van Hecker
Van Sant, Dugdale & Co.	Baltimore	Court Square Bldg. Plaza 5280	G. M. Talbot
Vanden Co.	Chicago	620 N. Michigan Ave. Superior 9608	Geo. W. Vanden
Vanderbie & Rubens	Chicago	540 N. Michigan Ave. Superior 8436	H. S. Vanderbie Walter L. Rubens
Addison Vars Inc.	Buffalo	Vars Bldg. Cleveland 2351	Henry W. Comstock G. P. Swift K. S. Duffes
Chas. E. Vautrain Associates	Holyoke, Mass.	560 Dwight St. 2-3884	Chas. E. Vautrain
Vernick Adv. Agency	Philadelphia	219 S. Broad St. Pennypacker 8050	M. Murray Vernick
Video & Sound Enterprises	Omaha	1804 Dodge St. Atlantic 4200	Franklin O. Pease Arthur Brooks
	Kansas City	1016 Locust St. Victor 7870	
Carlo Vinti Adv.	New York	431 Fifth Ave. Lexington 2-9477	Carlo Vinti
Irwin Vladimir & Co.	New York	570 Lexington Ave. Plaza 3-9640	Irwin Vladimir
Gordon Vlchek Adv. Agency	Cleveland	Rockefeller Bldg. Cherry 6540	Duke Lidyard
Vredenburgh & Kennedy	New York	515 Madison Ave. Plaza 3-2510	....

W

Agency	City	Address Telephone Number	Executives In Charge of Radio
Louis E. Wade Inc.	Fort Wayne, Ind.	Paramount Bldg. Anthony 6282	M. E. Maxwell
Wade Adv. Agency	Chicago	208 W. Washington St. State 7369	W. A. Wade E. N. Nelson
Wadsworth & Walker	New York	369 Lexington Ave. Caledonia 5-6100	Ralph K. Wadsworth Robert M. S. Walker
Hugo Wagenseil & Associates	Dayton	Talbot Realty Bldg. Hemlock 1151	Hugo Wagenseil Charles Fleming
	Springfield, O.	1st National Bldg. 2-3861	F. R. Harwood
Carl C. Wakefield Adv. Agency	San Francisco	406 Montgomery St. Douglas 5407	Carl C. Wakefield
L. H. Waldron Adv. Agency	San Francisco	Monadnock Bldg. Douglas 4475	L. H. Waldron
Wales Adv. Co.	New York	580 Fifth Ave. Lackawanna 4-1800	James A. Wales
Walker Adv. Agency	San Francisco	Russ Bldg. Sutter 8383	Shirley Walker
Walker & Downing	Pittsburgh	Oliver Bldg. Grant 1900	William S. Walker William W. Rose
Wallace-Lindeman	Grand Rapids, Mich.	Assn. of Commerce Bldg. 9-7214	Oliver A. Wallace

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Ivar F. Wallin & Staff	Los Angeles	3806 Beverly Blvd. Federal 1118	I. F. Wallin
Nellie Walsh Adv. Service	Los Angeles	617 S. Olive St. Vandike 9853	Nellie Walsh
Wank & Wank	San Francisco	580 Market St. Garfield 2921	M. E. Wank
Mason Warner Co.	Chicago	360 N. Michigan Ave. State 7550	D. D. Warner
W. S. Warner Co.	San Francisco	369 Pine St. Yukon 0143	W. S. Warner
Warwick & Legler	New York	230 Park Ave. Murray Hill 6-8585	Tevis Huhn
Watts, Payne Adv. Inc.	Tulsa, Okla.	205 S. Cheyenne Ave. 3-8108	Oscar Payne Don Watts
Waxelbaum & Co.	New York	110 W. 40th St. Pennsylvania 6-0043	Benjamin Waxelbaum
Tucker Wayne & Co.	Atlanta	10 Pryor St. Bldg. Walnut 6701	Douglas Connah C. C. Fuller
Luther Weaver & Associates	St. Paul	Globe Bldg. Cedar 3777	Luther Weaver Elizabeth A. Watkins
Frank D. Webb Adv. Co.	Baltimore	10 W. Read St. Vernon 5671	Mrs. B. W. Meeks Jr.
Webber Adv. Agency	Grand Rapids, Mich.	200 Division Ave. N. 8-1537	C. Reid Webber Russell Eavey Jean Andress
Charles A. Weeks Co.	New York	122 E. 42d St. Lexington 2-2408	Charles A. Weeks
Weidel Co.	New York	11 W. 42d St. Longacre 3-1463	Vaughn Weidel
John P. Weidenhamer & Associates	Harrisburg	26 N. 18th St. 4-1808	John P. Weidenhamer
Sidney H. Weiler Adv. Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8674	M. E. Peeples
Armand S. Weill Co.	Buffalo	170 Franklin St. Washington 6250	Robert K. Weill
Milton Weinberg Adv. Co.	Los Angeles	325 W. Eighth St. Tucker 4111	Bernard Weinberg
Weiss & Geller	Chicago	400 N. Michigan Ave. Delaware 1124	John Clayton
	New York	538 Fifth Ave. Murray Hill 2-4640	Sidney Alexander
Weller Service	Seattle	Vance Bldg. Elliot 0240	William Cartwright Max Lund
Frank A. Wellman	Philadelphia	1631 Chestnut St. Rittenhouse 6576	Frank A. Wellman
Jack Wemple Adv.	Green Bay, Wis.	310 Pine St. Howard 1498	Jack C. Wemple
Wendt Adv. Agency	Toledo	Spitzer Bldg. Adams 4713	H. F. Wendt
Edward L. Wertheim Adv. Agency	New York	151 W. 40th St. Wisconsin 7-5978	Edward T. Wertheim
Wesley Associates	New York	347 Madison Ave. Murray Hill 6-7077	Harry Weiner
West & Associates	Los Angeles	816 W. 5th St. Madison 7758	Laurence W. Pendleton
Westco Adv. Agency	San Francisco	625 Market St. Sutter 6744	R. W. Stafford
Western Adv. Agency	Racine, Wis.	610 Wisconsin Ave. Jackson 974	T. J. Brokaw
	Chicago	35 E. Wacker Drive Central 7565	J. R. McCue
Western Adv. Co.	San Diego, Cal.	1202 Kettner Blvd. Main 9545	Royal B. Lee
	Los Angeles	719 S. Flower St. Vandike 0016	Harriet W. Kelly
Westheimer & Co.	St. Louis	315 N. Seventh St. Garfield 4080	Samuel Westheimer
Weston-Barnett	Waterloo, Ia.	Arts & Crafts Bldg. 766	Phillips Taylor Wells H. Barnett A. C. Barnett
	Chicago	520 N. Michigan Ave. Whitehall 7725	A. C. Barnett
Frank E. Whalen Adv. Co.	Kansas City	21 W. 10th St. Victor 7200	Frank E. Whalen
Ward Wheelock Co.	Philadelphia	Lincoln-Liberty Bldg. Rittenhouse 7500	C. M. Rohrabaugh
	New York	444 Madison Ave. Plaza 3-7120	Diana Bourbon
	Hollywood	6253 Hollywood Blvd. Hillside 0191	Mary Garvin

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Whipple & Black Adv. Co.	Detroit	Fox Theatre Bldg. Cadillac 1986	E. W. Beatty
Whitbey Associates	New York	258 Fifth Ave. Lexington 2-1662	S. E. Mendelson
White-Lowell Co.	New York	595 Madison Ave. Plaza 8-2400	Marc H. Seixas
Edmund S. Whitten Inc.	Boston	216 Tremont St. Liberty 1861	W. S. C'app Julie Whitten
Alvin Wilder Adv.	Los Angeles	617 S. Olive St. Vandike 9853	Alvin E. Wilder
Mac Wilkins & Cole	Portland, Ore.	Corbett Bldg. Broadway 6401	J. S. Lynch
	Seattle, Wash.	Corbett Bldg. Elliott 1335	W. H. Sandiford
Edward Bird Wilson Inc.	New York	120 Wall St. Whitehall 4-4170	Frank A. Arnold
Wilson & Haight	Hartford, Conn.	410 Asylum St. 2-3200	Howard C. Wilson Jesse J. Haight
N. A. Winter Adv. Agency	Des Moines	Paramount Bldg. 4-9154	N. A. Winter
Ralph L. Wolfe & Associates	Detroit	3630 W. Fort St. Lafayette 6700	Ralph L. Wolfe
Ed Wolff & Associates	Rochester, N. Y.	328 Main St. East Stone 191	Ed Wolff Alfred G. Scheible
Wood, Brown & Wood	Boston	209 Washington St. Capital 1850	Arthur F. Sisson
Hugh Woods Adv. Agency	Los Angeles	8760 Beverly Blvd. Bradshaw 2-4474	Hugh Woods
Woolley & Hunter	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley E. M. Hunter
World Wide Adv. Corp.	New York	11 West 42d St. Longacre 5-4500	Emil M. Scholz Bryce Oliver
Wortman, Barton & Co.	New York	381 Fourth Ave. Murray Hill 4-2757	E. B. M. Wortman
W. L. Wright Co.	Rochester	82 St. Paul St. Main 6452	W. L. Wright
Burton E. Wyatt & Co.	Atlanta	Rhodes Bldg. Main 1121	Burton E. Wyatt
C. Ellsworth Wylie Co.	Los Angeles	608 S. Hill St. Trinity 6134	C. Ellsworth Wylie

Y

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jack Yarmov & Co.	New York	2 W. 46th St. Longacre 3-3747	Jack Yarmov
Yoemans & Foote	San Francisco	1200 Van Ness Ave. Ordway 4494	A. Klein
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 5845	L. H. Neiplin
John Orr Young Inc.	New York	610 Fifth Ave. Columbus 5-5613	Daniel Macmillan
Robt. B. Young Adv. Agency	San Francisco	625 Market St. Sutter 5411	Robt. B. Young
Young & Rubicam	New York	285 Madison Ave. Ashland 4-8400	T. F. Harrington Carlos Franco Thomas Lewis Frederick W. Wile, Jr.
	Chicago	333 N. Michigan Ave. Central 9389	A. E. Tatham
	Detroit	7430 Second Blvd. Madison 4300	Joseph R. Holmes
	Hollywood, Cal.	6253 Hollywood Blvd. Hollywood 2734	Joseph R. Stauffer
	San Francisco	Russ Bldg.	R. H. Millbank
Yount Co.	Erie, Pa.	12 E. 10th St. 22-816	M. A. Yount

Z

Agency	City	Address Telephone Number	Executives In Charge of Radio
Edward W. Zabel Co.	Chicago	230 E. Ohio St. Superior 3574	Edward W. Zabel
Julius F. Zederman	San Francisco	Hearst Bldg. Exbrook 2957	Julius F. Zederman
Zimmer-Keller	Detroit	Stroh Bldg. Cadillac 9151	H. R. Klein
Frederic W. Ziv Inc.	Cincinnati	2436 Reading Road University 6124	John L. Sinn George B. Hart

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In the heart of the motor industry
guarantees low cost coverage
with its 1000 STREAMLINED WATTS

Directory of

Major Canadian Advertising Agencies and Radio Executives

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ardiel Adv. Agency	Toronto 2, Ont.	371 Bay St. Adelaide 4994	J. W. Nichols
	Oakville, Ont.	 1016	W. A. Chant
	Hamilton, Ont.	37 James St. S. 2-8524	F. P. Westaway
Atherton & Currier	Toronto, Ont.	100 Adelaide St. W. Adelaide 5418	O. F. Burkart
N. W. Ayer & Son of Canada	Toronto, Ont.	Victory Bldg. Adelaide 6156	T. J. Henry
	Montreal, Que.	Sun Life Bldg. Plateau 6886	....
Baker Adv. Agency	Toronto, Ont.	199 Bay St. Adelaide 2171	J. F. Horler
Benison Co.	Montreal, Que.	Canada Cement Bldg. Plateau 6666	Herbert Benison
	Toronto 2, Ont.	Imperial Bank Bldg. Adelaide 2301	E. V. Hammond F. W. Hunt
	Vancouver, B. C.	675 W. Hastings St. Trinity 0306	V. Irons
Benwell-Atkins	Vancouver, B. C.	413 Granville St. Seymour 2361	....
Broadcast Programs	Calgary, Alta.	2d Ave. at 6th St. W. M 7373	....
Canadian Adv. Agency	Montreal, Que.	1050 Beaver Hall Hill Plateau 8046	L. E. Schofield
	Toronto, Ont.	100 Adelaide St. Waverley 3261	L. D. Jamieson
	Kelowna, B. C.	....	MacCrae J. Cooper
Canadian Broadcast Co.	Montreal, Que.	1231 St. Catherine St. W. Lancaster 1164	....
Canadian National Broadcasting Reg'd	Montreal, Que.	3774 St. Denis Lancaster 2269	....
Clarke Adv. Service	Victoria, B. C.	625 Fort Empire 9613	....
Cockfield-Brown & Co.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	H. R. Conway
	Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	C. W. McQuillin
	Vancouver, B. C.	Royal Bank Bldg. Trinity 2588	Peter Downes
	Winnipeg, Man.	Electric Railway Chambers 97-068	H. Lavender
Dairy Products Adv.	Toronto, Ont.	45 Front St. E. Adelaide 2955	Miss Florence Fowler
D'Arcy Adv. Co	Toronto, Ont.	90 Broadview Gladstone 4651	G. P. Altenbernd
A. J. Denne & Co.	Toronto 2, Ont.	90 King St. W. Elgin 3444	Miss F. M. Wright
	Montreal, Que.	Confederation Life Bldg. Lancaster 8214	Frank Tees
Desbarats Adv. Agency	Montreal, Que.	480 Lagauchetierre W. Plateau 5025	....
Dickson & Ford	Toronto 5, Ont.	37 Bloor St. W. Randolph 1488	Roy W. Dickson A. Edington
Ellis Adv. Co.	Toronto 2, Ont.	465 Bay St. Adelaide 6101	J. W. Culliner A. A. Muter
Sherman K. Ellis & Co.	Toronto, Ont.	C. P. R. Bldg. Adelaide 3051	R. W. Ashcroft
Ferres Adv. Service	Hamilton, Ont.	16 James St. S. 7-3895	....
Financial Adv. Co. of Canada	Montreal, Que.	651 Craig St. W. Lancaster 2138	Sam Ghent
	Toronto 2, Ont.	226 Bay St. Elgin 7204	T. C. Gaine
James Fisher Co.	Toronto, Ont.	204 Richmond St. W. Waverley 8091	D. L. Bassett
	Montreal, Que.	Confederation Bldg. Lancaster 1205	H. V. Peterson
Harry E. Foster Agencies	Toronto, Ont.	King Edward Hotel Elgin 2134	Harry E. Foster
Frontenac Broadcasting Co.	Toronto 2, Ont.	394 Bay St. Elgin 4553	A. R. Robertson
General Broadcasting Co.	Montreal, Que.	1425 Dorchester St. W. Plateau 7666	....
J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	J. J. Gibbons F. W. Percival
	Montreal, Que.	Dominion Square Bldg. Harbour 6207	H. M. Reid
	Vancouver, B. C.	Province Bldg. Seymour 6324	Leander Manley
	Edmonton, Alb.	Agency Bldg. 27-512	J. H. Fulton
	Calgary, Alb.	Lancaster Bldg. M 5437	R. G. Smith
	Regina, Sask.	Leader-Post Bldg. 6-141	E. G. Macpherson
	Winnipeg, Man.	Scott Bldg. 97-373	G. Hunter
Gourlay Adv. Agency	Vancouver, B. C.	207 W. Hastings Trinity 3855	....
F. H. Hayhurst Co.	Toronto, Ont.	38 King St. W. Adelaide 7418	G. F. Hayhurst
	Montreal, Que.	1405 Peel St. Belair 3666	E. A. Goodeve
L. J. Heagerty & Assoc.	Toronto 2, Ont.	McKinnon Bldg. Adelaide 0366	L. J. Heagerty
Roy A. Hunter	Vancouver, B. C.	839 Cambie Trinity 4503	....
J. E. Huot	Montreal, Que.	353 St. Nicolas Plateau 9539	Laurier Lebrum
Hutchins Adv. Co. of Canada	Toronto, Ont.	330 Bay St. Waverley 6151	John Bennett
Industrial Adv. Agency	Toronto, Ont.	59 Spadina Ave. Waverley 4555	G. M. Smith
Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. 2-1155	R. T. Kelley
	Montreal, Que.	480 Lagauchetierre W. Plateau 5025	....
Kenyon & Eckhardt	Montreal, Que.	Sun Life Bldg. Plateau 9939	....
Clark Locke Ltd.	Toronto	Harbour Com. Bldg. Elgin 6271	Crawford U. Hall
Lord & Thomas of Canada	Toronto 2, Ont.	19 Richmond St. W. Waverley 1151	G. F. Mills Miss Jean Headley
	Montreal, Que.	Dominion Sq. Bldg. Plateau 7924	W. G. Power
Harold C. Lowrey	Toronto 2, Ont.	4 Richmond St. E. Waverley 4050	Harold C. Lowrey
MacKay & Savary Adv. Service	Calgary, Alta.	Union Bldg. M 4560	....
McConnell & Eastman	London, Ont.	Huron & Erie Bldg. Metcalf 544	T. H. Yull
	Toronto 2, Ont.	254 Bay St. Adelaide 7004	E. Gould
	Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	Keith Cromby
	Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
	Vancouver	789 West Pender Marine 2161	Ivan Denton
A. McKim Ltd.	Montreal, Que.	Confederation Bldg. Lancaster 5192	W. T. Brace
	Toronto, Ont.	320 Bay St. Elgin 5351	Bert Cairns
	Winnipeg, Man.	Electric Railway Chambers 97-627	A. A. Brown
	Vancouver, B. C.	Province Bldg. Marine 3926	A. Black
	London, W. C. 2, England	376 Strand Templebar 5875	E. W. Brodie

Agency	City	Address Telephone Number	Executives In Charge of Radio
MacLaren Adv. Co.	Toronto 2, Ont.	372 Bay St. Elgin 0321	M. Rosenfeld C. M. Pasmore
	Calgary, Alb.	Herald Bldg. M 5424	T. Mead
	Montreal, Que.	Dominion Sq. Bldg. Plateau 9556	E. H. H. Smith
	Vancouver, B. C.	198 W. Hastings Marine 6268	G. W. Stevens
	Winnipeg, Man.	Lindsay Bldg. 26-622	Walter Henderson
	Regina, Sask.	Leader Bldg. 6141	R. Wilson
	London, S.W.1, England	2 Cockspur St. Abbey 2377	W. G. Abel
Metropolitan Broadcasting Service	Toronto, Ont.	21 Dundas Sq. Adelaide 0181	Ken Soble
	Montreal, Que.	Drummond Bldg. Harbour 5838	Jim Vernon
Norris-Patterson	Toronto, Ont.	105 Bond St. Elgin 8461	A. Jarvis
	Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
	Ottawa, Ont.	Journal Bldg. 2-0997	H. S. Kennedy
	Edmonton, Alta.	Richardson Bldg. 25-362	E. H. Stutchbury
	Saint John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
	Vancouver, B. C.	Province Bldg. Trinity 0931	W. D. M. Patterson
	Winnipeg, Man.	Curry Bldg. 96-321	H. C. Skinner
Wm. R. Orr & Co.	Toronto, Ont.	24 King St. W. Waverley 0306	Wm. R. Orr
Thornton Purkis	Toronto 2, Ont.	Northern Ontario Bldg. Adelaide 6221	T. Purkis
	Montreal, Que.	Confederation Bldg. Lancaster 8214	D. Frank Tees
Radio Associates Regd.	Montreal, Que.	2313 St. Catherines St. W. Wellington 6967	....
Edward W. Reynolds & Co.	Toronto 2, Ont.	Yardley House Waverley 6157	H. A. Telfer
Richardson & MacDonald Adv. Agency	Toronto 2, Ont.	71 Richmond St. W. Adelaide 6218	Frank Dennis
	Montreal, Que.	376 Craig St. W. Harbour 1245	C. S. Richardson
Ronalds Adv. Agency	Montreal, Que.	Keefer Bldg. Plateau 4803	E. M. Putnum
	Toronto, Ont.	New Wellington Bldg. Adelaide 0237	R. J. Avery T. Russell
R. C. Smith & Son	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Phare
Stanfield & Blaikie	Montreal, Que.	1010 St. Catherines St. W. Plateau 5018	A. M. Blaikie
Stevenson & Scott	Montreal, Que.	660 St. Catherines St. W. Harbour 4131	F. E. Scott
	Toronto, Ont.	100 Adelaide St. W. Adelaide 1166	D. L. Reburn
Stewart-McIntosh	Vancouver, B. C.	198 W. Hastings Trinity 5437	....
Tandy Adv. Agency	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6362	J. P. Hamilton J. J. Murray
J. Walter Thompson Co.	Montreal, Que.	Dominion Sq. Bldg. Marquette 7794	J. E. McDougall
	Toronto 2, Ont.	80 Richmond St. W. Waverley 2648	A. F. Head Miss N. Gibb
United Radio Adv. Agency	Toronto, Ont.	14 McCaul St. Adelaide 2772	John Part
Vickers & Benson	Montreal, Que.	Keefer Bldg. Plateau 5051	H. G. Gonthier
	Toronto, Ont.	Reford Bldg. Waverly 1603	D. F. Benson
Wallace Adv.	Halifax, N. S.	Roy Bldg. B 7557	F. R. Wallace
Walsh Adv. Co.	Windsor, Ont.	Guaranty Trust Bldg. 3-2416	W. A. McGuire
	Toronto 2, Ont.	80 Richmond St. W. Adelaide 3055	R. E. S. Green
Whitehall Broadcasting	Montreal, Que.	Dominion Sq. Bldg. Lancaster 6500	W. Vic George
Young & Rubicam	Montreal, Que.	702 University Tower Plateau 4691	L. Arbuthnot L. B. Slocum
	Toronto 2, Ont.	80 King St. W. Elgin 6848	C. F. Goodman

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30 NATIONAL ADVERTISERS
CAN'T BE WRONG...

in using 40% of a CFRB working week, the year 'round!

IN A TYPICAL WEEK . . .

SUN MON TUES WED THUR FRI SAT
1 2 3 4 5 6 7

10 NATIONAL ADVERTISERS
used 26¼ hours of CFRB's
119 hours on-the-air!
THE NEXT 10
used 15½ hours!
ANOTHER 10
used 5 hours!
a grand average of 40%, or, over 1½ hours each, per week, the year 'round!

Of course shrewd advertisers use CFRB to sell their wares in Canada's richest market! The figures prove it. But more important is the answer to the question "Why are more and more advertisers reaching this market over CFRB?" . . . Here are a few reasons:

1 CFRB is the key to an immediate audience that represents 29% of the population of Canada, and nearly 50% of its purchasing power!

2 CFRB's listening area includes 12 cities, 42 towns and 192,174 farm homes!

3 CFRB's monthly mail averages over 200,000 letters!

4 In a recent "survey" comprising 1600 personal interviews, 53.4% of the interviewees named CFRB their favourite station. *In fact, CFRB led the runner-up by nearly 2 to 1!*

CFRB is now in its 14th year of continuous service. Before placing your advertising in Ontario, Canada's *2½ billion* dollar market, get *all* the facts concerning CFRB—*the key to Ontario sales!*

CFRB The most popular station in Canada's richest market!
TORONTO

Advertising representatives in U. S. A.
JOSEPH HERSHEY McGILLVRA
New York • Chicago • Boston
San Francisco • Los Angeles • Atlanta

Summary of

Canadian Radio Homes by Provinces, Counties and Census Divisions

Estimated as of Jan. 1, 1941; Data Supplied Dec. 18, 1940

(Compiled by Coverage Statistics Dept., Canadian Broadcasting Corp.)

Total Canada Population: 11,315,000. Total Families: 2,419,360. Total Radio Homes: 1,676,530
Urban Families: 1,333,579. Rural Families: 1,085,781.

NOTE: In the western Canadian provinces of Manitoba, Saskatchewan, Alberta, and British Columbia, there are no county divisions, but census divisions. The census divisons are known by number and so shown in this summary. To assist in locating the census divisions on a map, each census division is designated by its main municipality as shown on a map in the official government Canada Year Book. Where the Canada Year Book has not designated a municipality in a census division, it is marked with an asterisk (*) and a municipality has been designated by the editor.

ALBERTA

Census Divisions	*Radio Homes*
Total Province	**142,700**
1 (Medicine Hat)	6,330
2 (Lethbridge)	12,410
3 (Brooks)	2,520
4 (High River)	6,450
5 (Hanna)	3,420
6 (Calgary)	31,360
7 (Provost)	7,520
8 (Red Deer)	12,750
9 (Jasper)	4,040
10 (Vermilion)*	8,190
11 (Edmonton)	31,150
12 (Edson)	2,510
13 (St. Paul)	3,560
14 (Athabasca)	5,250
15 (Peace River)	1,620
16 (Grand Prairie)	3,080
17 (Waterways)	540

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* Municipality designated by editor, as none shown in Canada Year Book.

BRITISH COLUMBIA

Census Divisions	*Radio Homes*
Total Province	**132,670**
1 (Fernie)	3,360
2 (Trail)	7,850
3 (Kelowna)	8,690
4 (Vancouver)	76,680
5 (Victoria)	26,040
6 (Kamloops)	4,670
7 (Powell River)	2,080
8 (Prince George)	1,780
9 (Prince Rupert)	1,100
10 (Finlay Forks)	440

MANITOBA

Census Divisions	*Radio Homes*
Total Province	**110,980**
1 (Giroux)*	870
2 (Morden)	3,880
3 (Pilot Mound)	3,600
4 (Deloraine)	2,270
5 (Beausejour)*	5,040
6 (Winnipeg)	62,800
7 (Brandon)	7,210
8 (Souris)	2,820
9 (Stonewall)*	4,140
10 (Neepawa)	3,080
11 (Minnedosa)	4,300
12 (Gimli)	1,370
13 (Dauphin)	2,850
14 (Gilbert Plains)	2,860
15 (Swan River)	1,320
16 (The Pas)	2,570

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* Municipality designated by editor, as none shown in official Canada Year Book.

NEW BRUNSWICK

Counties	*Radio Homes*
Total Province	**43,910**
Albert	750
Carleton	1,920
Charlotte	2,550
Glouster	1,480
Kent	830
Kings	2,650
Madawaska	1,210
Northumberland	2,090
Queens	1,380
Restigouche	2,100
Sunbury	430
St. John	11,620
Victoria	1,090
Westmoreland	9,200
York	4,610

NOVA SCOTIA

Counties	*Radio Homes*
Total Province	**70,530**
Annapolis	2,400
Antigonish	400
Cape Breton	13,990
Colchester	4,030
Cumberland	5,520
Digby	1,900
Guysboro	930
Halifax	18,800
Hants	2,580
Inverness	960
Kings	3,750
Lunenburg	3,690
Pictou	4,940
Queens	1,160
Richmond	480
Shelburne	1,520
Victoria	550
Yarmouth	2,930

ONTARIO

Counties	*Radio Homes*
Total Province	**644,400**
Algoma	5,570
Brant	11,870
Bruce	7,030
Carleton	36,850
Cochrane	11,210
Dufferin	1,690
Dundas	2,750
Durham	4,480
Elgin	8,390
Essex	23,440
Frontenac	8,580
Glengarry	1,760
Grenville	2,630
Grey	7,690
Haldimand	3,330
Haliburton	420
Halton	5,320
Hastings	6,970
Huron	6,350
Kenora	4,540
Kent	12,090
Lambton	9,300
Lanark	5,980
Leeds	5,620
Lennox and Addington	3,710
Lincoln	12,430
Manitoulin	590
Middlesex	27,550
Muskoka	2,960
Nipissing	5,140
Norfolk	6,190
Northumberland	4,390

ONTARIO (Cont'd)

Counties	*Radio Homes*
Ontario	11,200
Oxford	9,560
Parry Sound	2,140
Peel	4,880
Perth	9,640
Peterboro	8,420
Prescott	2,120
Prince Edward	2,100
Rainy River	3,270
Renfrew	6,940
Russell	1,200
Simcoe	11,060
Stormont	6,790
Sudbury	10,250
Thunder Bay	14,410
Timiskaming	6,570
Victoria	4,060
Waterloo	20,380
Welland	18,430
Wellington	9,080
Wentworth	40,050
York	184,310
District of Patricia	450

PRINCE EDWARD ISLAND

Counties	*Radio Homes*
Total Province	**14,280**
Kings	2,270
Queens	6,250
Prince	5,760

QUEBEC

Counties	*Radio Homes*
Total Province	**363,540**
Abitibi	2,690
Argenteuil	1,680
Arthabaska	1,910
Bagot	820
Beauce	2,280
Beauharnois	3,330
Bellechasse	1,000
Berthier	1,620
Bonaventure	750
Brome	1,590
Chambly	3,930
Champlain	2,620
Charlevoix	1,100
Chateauguay	930
Chicoutimi	7,590
Compton	2,310
Deux-Montagnes	1,140
Dorchester	1,040
Drummond	1,040
Frontenac	1,480

QUEBEC (Cont'd)

Counties	*Radio Homes*
Gaspe	1,010
Hull	6,600
Huntingdon	840
Iberville	1,180
Joliette	2,790
Kamouraska	1,430
Labelle	900
Lac St. Jean	3,120
Laprairie	970
L'Assomption	980
Laviolette	3,230
Levis	4,810
L'Islet	1,180
Lotbiniere	970
Maskinonge	1,340
Matane	2,690
Megantic	2,730
Missisquoi	1,710
Montcalm	1,070
Montmagny	1,420
Montmorency	620
Montreal and Jesus Island	190,870
Hochelaga	Included in Montreal and Jesus Island
Jacques Cartier	
Laval	
Napierville	750
Nicolet	1,860
Papineau	2,910
Pontiac	840
Portneuf	3,270
Quebec	26,450
Richelieu	1,770
Richmond	3,890
Rimouski	1,740
Rouville	1,490
Saguenay	660
Shefford	2,350
Sherbrooke	6,750
Soulanges	1,030
Stanstead	3,370
St. Hyacinthe	3,830
St. John	3,120
St. Maurice	9,530
Temiscamingue	2,780
Temiscouata	2,670
Terrebonne	5,090
Vaudreuil	840
Vercheres	1,600
Wolfe	770
Yamaska	880

SASKATCHEWAN

Census Divisions	*Radio Homes*
Total Province	**153,520**
1 (Estevan)	4,980
2 (Weyburn)	7,050
3 (Assiniboia)	7,140
4 (Shaunavon)	3,820
5 (Moosomin)	9,410
6 (Regina)	20,020
7 (Moose Jaw)	11,090
8 (Swift Current)	9,680
9 (Yorktown)	7,160
10 (Wynyard)	5,880
11 (Saskatoon)	16,750
12 (Biggar)	7,740
13 (Wilkie)	7,150
14 (Melfort)	8,760
15 (Prince Albert)	13,650
16 (North Battleford)	7,350
17 (Lashburn)	5,490
18 (North of 54th Parallel of Latitude)*	400

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* Designated by editor, as not designated in Canada Year Book.

ALL CANADIAN HOMES HEAR
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British United Press News

Distributed over leased wires throughout Canada by B.U.P.'s trained staffs in affiliation with

United Press Associations

Head Office: 231 St. James St. Montreal, P. Q., Canada

XUM

Allocations of Call Letters to Countries

According to Section 1, Article 14, of the International Radio Conference at Cairo, 1938
As Annexed to International Telecommunications Convention of Madrid, 1932

COUNTRY	CALL SIGNAL
Chile	CAA-CEZ
Canada	CFA-CKZ
Cuba	CLA-CMZ
Morocco	CNA-CNZ
Cuba	COA-COZ
Bolivia	CPA-CPZ
Portuguese Colonies	CQA-CRZ
Portugal	CSA-CUZ
Uruguay	CVA-CXZ
Canada	CYZ-CZZ
Germany	D
Spain	EAA-EHZ
Irish Free State	EIA-EJZ
Japan	EKA-EKZ
Republic of Liberia	ELA-ELZ
Japan	EMA-EOZ
Iran (Persia)	EPA-EQZ
Japan	ERA-ERZ
Estonia	ESA-ESZ
Ethiopia	ETA-ETZ
Japan	EUA-EYZ
Germany	EZA-EZZ
France and Colonies	F
Great Britain	G
Hungary	HAA-HAZ
Switzerland	HBA-HBZ
Ecuador	HCA-HDZ
Switzerland	HEA-HEZ
Poland	HFA-HFZ
Japan	HGA-HGZ
Republic of Haiti	HHA-HHZ
Dominican Republic	HIA-HIZ
Republic of Colombia	HJA-HKZ
Japan	HLA-HMZ
Iraq	HNA-HNZ
Republic of Panama	HOA-HPZ
Republic of Honduras	HQA-HRZ
Siam	HSA-HSZ
Nicaragua	HTA-HTZ
El Salvador	HUA-HUZ
Vatican City State	HVA-HVZ
France and Colonies	HWA-HYZ
Kingdom of Saudi Arabia (Hedjaz)	HZA-HZZ
Italy and Colonies	I
Japan	J
United States of America	K
Norway	LAA-LNZ
Republic of Argentina	LOA-LWZ
Luxembourg	LXA-LXZ
Lithuania	LYA-LYZ
Bulgaria	LZA-LZZ
Great Britain	M
United States of America	N
Peru	OAA-OCZ
Syria and Lebanon	ODA-ODZ
Austria	OEA-OEZ
Finland	OFA-OJZ
Czechoslovakia	OKA-OMZ
Belgium and Colonies	ONA-OTZ
Denmark	OUA-OZZ
Netherlands	PAA-PIZ
Curacao	PJA-PJZ
Dutch East Indies	PKA-POZ
Brazil	PPA-PYZ
Surinam	PZA-PZZ
(Abbreviations)	Q
Union of Socialist Soviet Republics	R
Sweden	SAA-SMZ
Poland	SNA-SRZ
Egypt	SSA-SUZ
Greece	SVA-SZZ
Turkey	TAA-TCZ
Guatemala	TDA-TDZ
Costa Rica	TEA-TEZ
Iceland	TFA-TFZ
Guatemala	TGA-TGZ
France and Colonies	THA-THZ
Costa Rica	TIA-TIZ
France and Colonies	TJA-TZZ
Union of Socialist Soviet Republics	U
Canada	VAA-VGZ
Australian Commonwealth	VHA-VNZ
Newfoundland	VOA-VOZ
British Colonies	VPA-VSZ
British India	VTA-VWZ
Canada	VXA-VYZ
Australia	VZA-VZZ
United States of America	W
Mexico	XAA-XFZ
China	XGA-XUZ
France and Colonies	XVA-XWZ
Portuguese Colonies	XXA-XXZ
British India (Burma)	XYA-XZZ
Afghanistan	XYA-XZZ
Dutch East Indies	YAA-YAZ
Iraq	YBA-YHZ
New Hebrides	YIA-YIZ
Union of Socialist Soviet Republics	YJA-YJZ
	YKA-YKZ
Latvia	YLA-YLZ
Free City of Danzig	YMA-YMZ
Nicaragua	YNA-YNZ
Rumania	YOA-YRZ
El Salvador	YSA-YSZ
Yugoslavia	YTA-YUZ
Venezuela	YVA-YWZ
Union of Socialist Soviet Republics	YXA-YZZ
Albania	ZAA-ZAZ
British Colonies	ZBA-ZJZ
New Zealand	ZKA-ZMZ
British Colonies	ZNA-ZOZ
Paraguay	ZPA-ZPZ
British Colonies	ZQA-ZQZ
Union of South Africa	ZRA-ZUZ
Brazil	ZVA-ZZZ

IN CANADA

A COMPLETE NATIONAL RESEARCH SERVICE

Canadian Facts, Reg'd., was founded eight years ago. Paralleling the growth of market research in the United States, Canadian Facts has perfected the latest methods in Canada.

To-day we include among our clients a large number of Canada's leading industries and advertising agencies. We have a force of over 2,000 trained investigators strategically located in over 90 markets from Halifax to Victoria.

We shall be glad to discuss your problems with you without obligation.

RADIO SURVEYS
- Audience Checks
- Program Preferences
- Advertising Effectiveness

DEALER SURVEYS
- Retail Distribution
- Stock Checks
- Prices and Price Maintenance
- Point of Sale Visibility
- Reaction to Merchandising Policies and Advertising

CONSUMER SURVEYS
- Buying Habits
- Pantry Counts
- Brand Preferences
- Habits of Use
- Reaction to Advertising

PUBLIC OPINION SURVEYS
- Street and Home Interviews on Public Issues, Company Policies, Individuals.

COPY TESTING
- Reader Recognition
- Recall
- Consumer Jury

CANADIAN FACTS REG'D.
100 Adelaide W.
Toronto, Ont.

Canada's Oldest and Largest Dominion-Wide Market Research Organization

CKCL

TORONTO, CANADA

Now 1000 Watts
(With Directional Antenna)
580 Kilocycles

and with the permission of the Canadian Broadcasting Corporation carrying NBC Blue and Red commercials

For coverage map write us direct, or phone or wire your nearest Joseph Hershey McGillvra office.

NATIONAL BROADCASTING CO.: EXECUTIVES and STAFF

RCA Bldg., 30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300. Registered Telegraphic Address: NATBROCAST, NEW YORK

DEPARTMENTS AND DIVISIONS

PROGRAM DEPARTMENT

Sidney N. Strotz, *Vice President in Charge of Programs*

Red Network

Philips Carlin, *Program Manager*

Blue Network

William Hillpot, *Program Manager*

Program and Talent Sales

Bertha Brainard, *Manager*
Clarence L. Menser, *National Production Director*

General Divisions

J. deJara Almonte, *Night Program Manager*
Thomas H. Belviso, *Manager of the Music Library Division*
Frank Black, *General Music Director*
Samuel Chotzinoff, *Manager of the Music Division*
Margaret Cuthbert, *Director of Women's and Children's Programs*
Franklin Dunham, *Director of Religious Broadcasts*
Patrick J. Kelly, *Supervisor of Announcing*
N. Ray Kelly, *Supervisor of Sound Effects*
Ernest LaPrade, *Director of Music Research*
William Burke Miller, *Director of Talks*
Walter G. Preston, Jr., *Manager of the Public Service Division*
Wilfred S. Roberts, *Manager of the Production Division*
A. A. Schechter, *Director of News and Special Events*
Lewis H. Titterton, *Manager of Continuity*
C. A. Wall, *Business Manager*

National Promotion

Ken R. Dykes, *Director of Promotion*
H. M. Beville, Jr., *Research Manager*
Harold E. Bisson, *In Charge of Promotion Production*
John M. Greene, *Circulation Manager*
Barry T. Rumple, *Chief Statistician*

NBC Concert Service

George Engles, *Vice President and Managing Director*
O. O. Bottorff, *Vice President and General Manager of Civic Concert Service Inc. (subsidiary of NBC)*
A. Frank Jones, *Assistant to the Vice President in Charge*
Marks Levine, *Manager of Concert Division*

Legal Department

A. L. Ashby, *Vice President and General Counsel*
Franklin Butler, *Attorney*
R. H. Graham, *Attorney—Hollywood*
I. L. Grimshaw, *Attorney*
P. J. Hennessey, Jr., *Counsel—Washington*
J. Hurley, *Attorney—Washington*
Henry Ladner, *Attorney*
Frederick Leuschner, *Attorney—Hollywood*
J. A. McDonald, *Attorney—Chicago*
R. P. Myers, *Attorney*
Robert D. Swezey, *Attorney*

Continuity Acceptance Department

Janet MacRorie, *Editor*
Dorothy Kemble, *Assistant Editor*

Engineering Department

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William A. Clarke, *Manager of Technical Services*
R. F. Guy, *Radio Facilities Engineer*
George McElrath, *Operating Engineer*
George Milne, *Eastern Division Engineer*
Robert M. Morris, *Development Engineer*
C. A. Rackey, *Audio and Video Facilities Engineer*
R. E. Shelby, *Television Operations Engineer*

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Frank E. Mason, *Vice President in Charge*
Anita Barnard, *Manager of Information Division*
William Kostka, *Manager of the Press Division*

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John F. Royal, *Vice President in Charge*

Development and Research

C. W. Horn, *Assistant Vice President in Charge*

International Shortwave Department

Lunsford P. Yandell, *Executive Manager of International Broadcasting*

Television Department

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Thomas H. Hutchinson, *Manager of Television Program Division*
Noran E. Kersta, *Assistant to the Vice President in Charge of Television*

NBC Radio Recording Department

C. Lloyd Egner, *Vice President and Manager*
Robert W. Friedheim, *Eastern Sales Manager*
John H. MacDonald, *Business Manager*
Willis B. Parsons, *Sales Promotion Manager*
Reginald Thomas, *Program Director*

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Gano Dunn
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DeWitt Millhauser
Edward J. Nally
David Sarnoff
Niles Trammell

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A. E. Nelson, *Assistant Vice President*
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C. E. Pfautz, *Assistant Secretary*

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Mrs. August Belmont
Dr. Henry Sloan Coffin
Miss Ada Comstock
Dr. Walter Damrosch
Dr. Francis D. Farrell
William Green
Gen. James G. Harbord
Dr. Robert M. Hutchins
David Sarnoff
Alfred E. Smith
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Clayland T. Morgan, *Assistant to the President*

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Harold M. Kelly, *Assistant Auditor*
Harry F. McKeon, *Auditor*
Glenn W. Payne, *Budget Officer*
R. J. Teichner, *Assistant Treasurer*

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Keith Kiggins, *Sales Manager*
Robert Saudek, *Assistant to Sales Manager*
E. P. H. James, *Sales Promotion Manager*

Sales—Red Network

Roy C. Witmer, *Vice President in Charge*
I. E. Showerman, *Eastern Sales Manager*
George H. Frey, *Sales Service Manager*
Edward R. Hitz, *Assistant to the Vice President in Charge*
C. B. Brown, *Sales Promotion Manager*

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Vincent J. Gilcher, *Director of General Service*
Ashton Dunn, *Personnel Manager*
Edward M. Lowell, *Manager of Building Maintenance Division*
William G. Martin, *Manager of Guest Relations Division*
D. B. Van Houten, *Manager of Office Services Division*

Sales Traffic

F. Melville Greene, *Sales Traffic Manager*

NBC OWNED, OPERATED AND/OR PROGRAMMED STATIONS

Owned and Operated

WEAF, New York
WMAQ, Chicago
WJZ, New York
WENR, Chicago
KPO, San Francisco
WRC, Washington
WTAM, Cleveland

Owned by Others and Operated by NBC

WMAL, Washington (Washington Evening Star)
KOA, Denver (General Electric)
KGO, San Francisco (General Electric)

Owned by NBC, Leased to Others

KEX, Portland, Ore. (Oregonian Publishing Co.)
KJR, Seattle (Fishers Blend Station Inc.)
KGA, Spokane (Louis Wasmer)

FOREIGN REPRESENTATIVES

Fred Bate, *Electra House, Victoria Embankment, London Eng.*
Paul Archinard, *2 Rue Lucas, Vichy, France*
Max Jordan, *31 Aeschengraben, Basle, Switzerland*

STATIONS DEPARTMENTS

William S. Hedges, *Vice President in Charge of Stations*
John H. Norton, Jr., *Assistant to the Vice President in Charge of Stations*

Facilities Development and Research

Philip I. Merryman, *Co-Director*
W. C. Lent, *Co-Director (Washington Office)*

Station Relations Department

Sheldon B. Hickox, Jr., *Manager of the Red Network Division*
John H. Norton, Jr., *Manager of the Blue Network Division*
Easton C. Woolley, *Manager of Service Division*

Managed or Programmed Stations Department

Sherman D. Gregory, *Manager*

National Spot and Local Sales Department

J. V. McConnell, *National Spot and Local Sales Manager*
William O. Tilenius, *Assistant Manager of Spot and Local Sales*
William C. Roux, *National Spot and Local Sales Promotion Manager*

National Spot and Local Sales Division

New York City—30 Rockefeller Plaza, James V. McConnell, *Manager*, W. O. Tilenius, *Assistant Manager*
Boston—Hotel Bradford, Elmer Kettell, *Representative*
Cleveland—615 Superior Ave. NE., Donald G. Stratton, *Representative*
Chicago—Merchandise Mart, Maurice M. Boyd and Oliver Morton, *Representatives*
Denver—1625 California St., Lloyd Yoder, *Representative*
Hollywood—Sunset Blvd. and Vine St., Sydney Dixon, *Representative*
San Francisco—111 Sutter St., Glen Ticer, *Representative*
Washington—Trans-Lux Bldg., John Dodge, *Representative*

Traffic Department

B. F. McClancy, *Traffic Manager*

Station Managers

Vernon H. Pribble, *WTAM, Cleveland*
Lloyd C. Yoder, *KOA, Denver*
A. E. Nelson, *KPO-KGO, San Francisco*
Kenneth H. Berkeley, *WRC-WMAL, Washington*

Central Division—Chicago

H. C. Kopf, *Manager of the Central Division*
Edwin R. Borroff, *Sales Manager, Blue Network*
Maurice M. Boyd, *Local and Spot Sales Manager*
Emmons C. Carlson, *Sales Promotion and Advertising Manager*
Frank Chizzini, *Manager of Radio Recording*
E. C. Cunningham, *Evening Manager*
William E. Drips, *Director of Agriculture*
Kenneth D. Fry, *Director of Special Events*
Frank Golder, *Program Traffic Supervisor*
J. Herbuveaux, *Program Manager*
A. W. Kaney, *Assistant to Manager*
Howard Luttgens, *Central Division Engineer*
Paul McCluer, *Sales Manager, Red Network*
J. A. McDonald, *Attorney*
Oliver Morton, *Special Sales Representative, Westinghouse Stations*
William J. Murphy, *Continuity Editor*
William B. Ray, *Manager of Press Relations*
James L. Stirton, *Manager of Program and Talent Sales*
Judith C. Waller, *Educational Director*
John F. Whalley, *Business Manager*
W. P. Wright, *Production Manager*

Western Division—Hollywood

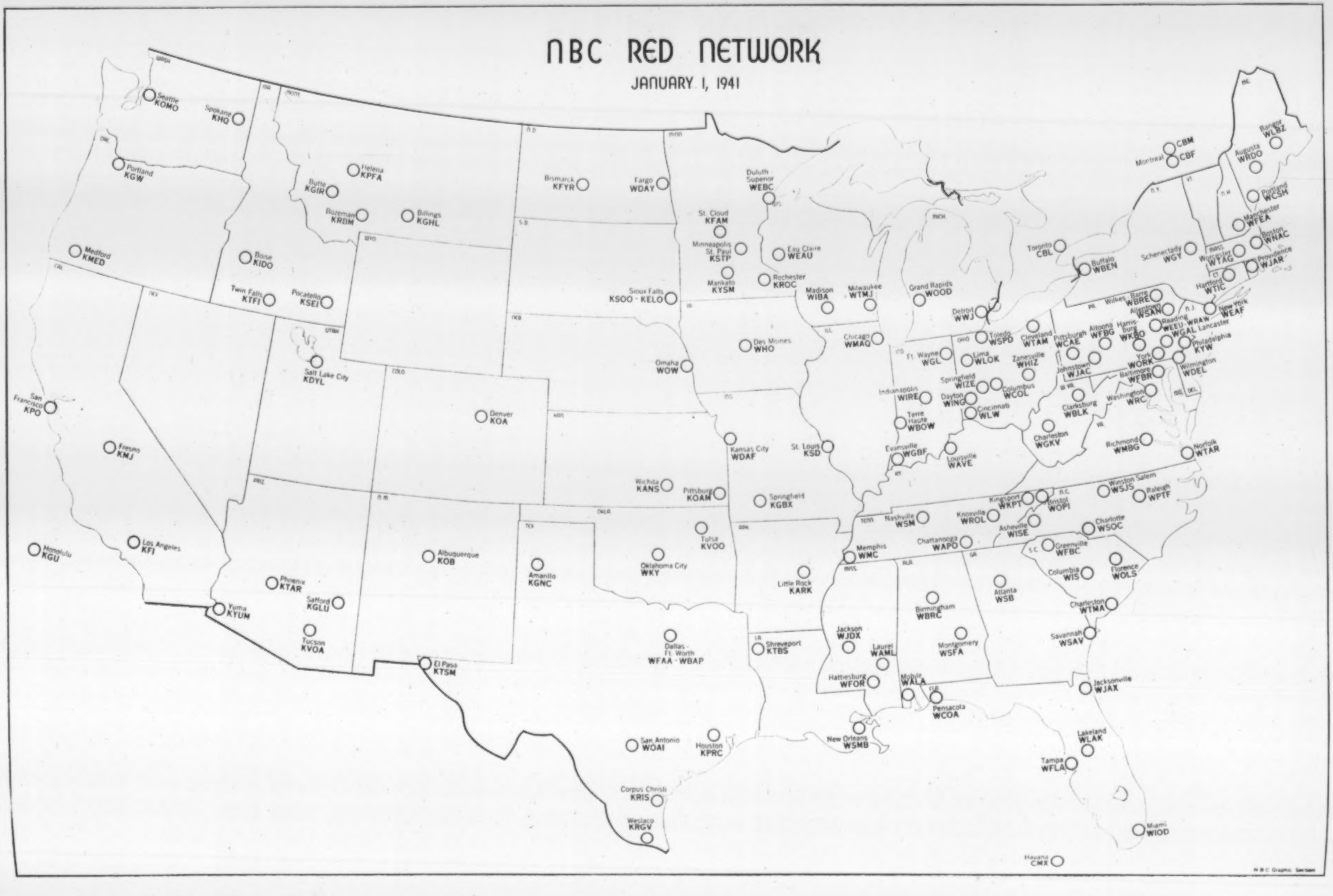
Don E. Gilman, *Vice President in Charge*
William Andrews, *Manager of Guest Relations*
Harold Bock, *Manager of Press Relations*
F. V. Dellett, *Auditor*
Sydney L. Dixon, *Sales Manager, Red Network*
Lewis Frost, *Assistant to Vice President*
Paul Gale, *Traffic Supervisor*
R. H. Graham, *Attorney—Assistant to Mr. Leuschner*
Frederick Leuschner, *Attorney*
Robert McAndrews, *Sales Promotion Manager*
Tracy Moore, *Sales Manager, Blue Network*
Alex S. Robb, *Manager of Program and Talent Sales*
A. H. Saxton, *Western Division Engineer*
Robert Schuetz, *Manager of Recording Division*
John Swallow, *Program Manager*
Wendell Williams, *Continuity Editor*

Washington, D. C.

Frank M. Russell, *Vice President in Charge*
Charles Barry, *Night Supervisor WRC and WMAL*
Kenneth H. Berkeley, *General Manager of WRC and WMAL*
R. G. Coldenstroth, *Auditor*
John Dodge, *Sales Manager WRC and WMAL*
P. J. Hennessey, Jr., *Counsel*
John Hurley, *Attorney*
A. E. Johnson, *Division Engineer*
Thomas E. Knode, *In Charge of News, Press and Special Events*
Fred Shawn, *Assistant Manager WRC and WMAL*
Carleton E. Smith, *Assistant Manager WRC and WMAL*

Map of the Red Network of National Broadcasting Company

(As of January 1, 1941)


NBC RED NETWORK
JANUARY 1, 1941
Seattle KOMO
Spokane KHQ
Portland KGW
Medford KMED
San Francisco KPO
Fresno KMJ
Los Angeles KFI
Honolulu KGU
Helena KPFA
Butte KGIR
Bozeman KRBM
Billings KGHL
Boise KIDO
Twin Falls KTFI
Pocatello KSEI
Salt Lake City KDYL
Yuma KYUM
Phoenix KTAR
Safford KGLU
Tucson KVOA
Albuquerque KOB
El Paso KTSM
Denver KOA
Bismarck KFYR
Fargo WDAY
Sioux Falls KSOO - KELO
Omaha WOW
Wichita KANS
Pittsburg KOAM
Amarillo KGNC
Oklahoma City WKY
Tulsa KVOO
Dallas - Ft. Worth WFAA - WBAP
San Antonio WOAI
Houston KPRC
Corpus Christi KRIS
Weslaco KRGV
Duluth Superior WEBC
St. Cloud KFAM
Minneapolis St. Paul KSTP
Mankato KYSM
Rochester KROC
Eau Claire WEAU
Des Moines WHO
Kansas City WDAF
Springfield KGBX
Little Rock KARK
Shreveport KTBS
St. Louis KSD
Madison WIBA
Milwaukee WTMJ
Chicago WMAQ
Grand Rapids WOOD
Detroit WWJ
Toronto CBL
Ft. Wayne WGL
Indianapolis WIRE
Terre Haute WBOW
Evansville WGBF
Louisville WAVE
Toledo WSPD
Lima WLOK
Cleveland WTAM
Zanesville WHIZ
Springfield WIZE
Dayton WING
Columbus WCOL
Cincinnati WLW
Buffalo WBEN
Pittsburgh WCAE
Altoona WFBG
Johnstown WJAC
Harrisburg WKBO
Wilkes-Barre WBRE
Allentown WSAN
Reading WEEU - WRAW
WGAL Lancaster
York WORK
Philadelphia KYW
Wilmington WDEL
Baltimore WFBR
Washington WRC
Clarksburg WBLK
Charleston WGKV
Richmond WMBG
Norfolk WTAR
Schenectady WGY
New York WEAF
Hartford WTIC
Providence WJAR
Worcester WTAG
Boston WNAC
Manchester WFEA
Portland WCSH
Augusta WRDO
Bangor WLBZ
Montreal CBM CBF
Memphis WMC
Nashville WSM
Knoxville WROL
Kingsport WKPT
Bristol WOPI
Asheville WISE
Chattanooga WAPO
Winston Salem WSJS
Raleigh WPTF
Charlotte WSOC
Greenville WFBC
Columbia WIS
Florence WOLS
Charleston WTMA
Atlanta WSB
Birmingham WBRC
Montgomery WSFA
Savannah WSAV
Jackson WJDX
Laurel WAML
Hattiesburg WFOR
Mobile WALA
Pensacola WCOA
New Orleans WSMB
Jacksonville WJAX
Lakeland WLAK
Tampa WFLA
Miami WIOD
Havana CMX
WASH
ORE
CAL
IDA
MONT
NEV
UTAH
WYO
ARIZ
N.M.
COLO
N.D.
S.D.
NEB
KAN
OKLA
TEX
MINN
IA
MO
ARK
LA
WIS
ILL
MICH
IND
OHIO
KY
TENN
MISS
ALA
GA
FLA
S.C.
N.C.
VA
W.VA.
PA
N.Y.
N.J.
MD
DEL
CT
MASS
VT
N.H.
ME
N B C Graphic Section

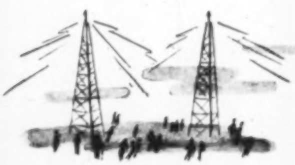
NBC—*leader* *in* PROGRAMS

75,000 programs . . . free, to the people of America . . . during the crucial year, 1940!

75,000 "smash hit" programs . . . news, entertainment . . . political discussions . . . drama, music . . . homey interest.

75,000 programs . . . keeping America abreast of what is happening . . . many of them heard by other millions in foreign lands, by short wave.

The National Broadcasting Company . . . broadcasting a total average of more than 53 hours a day—16 of them over international short wave—has sent out a majority of America's most popular programs for 14 years.



NBC—*leader* *in* NETWORKS

NBC serves the nation by offering two separate networks . . . each serving a different purpose.

NBC RED . . . the world's leading advertising medium . . . provides the nation's merchants with the greatest listening audience ever assembled. In the evenings the RED is listened to *most* by 41.7% more families than any other network.

NBC BLUE . . . on the other hand . . . gives to advertisers *at lowest cost* nationally, the tremendous audience located in the rich "Money-Markets" of the country.

Either one is a "good buy." So good, that advertisers on each of these networks come back, year after year, for more NBC service!

Leader in serving the nation!

To be "leader" in anything is a big job. NBC thinks it's a worthwhile one. To be sure, it requires tremendous effort...ceaseless enthusiasm...undaunted striving to go on and surpass your own best achievements. It means burning a lot of midnight oil.

But the thousands of people who work with NBC—who *are* NBC in fact—technicians, sound experts, laboratory research men...the television, short wave, transcription experts...program-planners, news-gatherers, great actors, announcers... all feel the same way about NBC as we do. They think it's *worth* burning the midnight oil to keep NBC *leading*—in serving the nation.

Whatever your field, whatever your problem, you'll find NBC *always there* with the answer. And one reason why is because NBC draws freely on the experience, research, and resources of the Radio Corporation of America, the only organization in the world that makes and does everything in radio and sound.

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

NBC—*leader in* ENGINEERING

NBC and RCA engineers never "sit down on the job." Constant research keeps providing thrillingly better radio delivery.

For example: the powerful "voice change" recently effected for WEAF.

First—the distance between the WEAF transmitter site and the center of New York was cut almost in half. *Second*—WEAF's new signal is now conducted in over the "salt water way" of Long Island Sound . . . and salt water is the finest conductor for radio in the world. *Third*—every latest technical improvement was incorporated in WEAF's new equipment . . . Thus this Class 1A, clear-channel station provides the finest reception in the world.

NBC—*leader in* TELEVISION

Here is the "baby" of radio! Yet, under NBC's careful nurturing, the "baby" is twenty months old already . . . precocious and versatile.

Since the start of regular weekly service . . . television has grown by such leaps and bounds that it has astonished even its fond parents.

And today, with its sight, sound, and motion, combined to a powerful new degree, the "youngster" gives every sign of becoming soon one of the most vital and vigorous members of the radio family.

NBC—*leader in international* SHORT WAVE

America's voice goes "round the world!" Sixteen hours a day . . . every day in the week . . . NBC . . . with the largest short wave staff in radio . . . broadcasts to more than 80 lands . . . America's news . . . America's belief in democracy.

The floods of fan mail constantly received reveal the joy of people in lands where the "light has gone out." NBC offers this world-wide medium . . . with its attentive audience . . . as a new field for commercial sponsors.

NBC—*leader in* TRANSCRIPTIONS

Thanks to RCA-NBC engineers' research, you can now have transcriptions that sound just like Live broadcasts! They are NBC Orthacoustic . . .

Ready-built, tested syndicated programs are also available for spot and local advertisers.

NBC Radio Recording Division is staffed to produce "custom" recorded programs for spot advertisers—from script to finished pressings.

NBC supplies recording facilities for agencies, program producers, and artists. NBC Thesaurus musical programs are used by more than 200 radio stations.

KGO
KPO
KOA
WENR
WMAQ
WTAM
WGY
WBZ
WBZA
WEAF
WJZ
KYW
WRC
KDKA
WOWO
WMAL
WGL

NBC—*leader in* SPOT *and* LOCAL

NBC's 17 "Vital Spot" stations in eleven great markets provide advertisers with thorough coverage of special "prime cut" territories, at low cost.

These NBC "Vital Spots" offer all the advantages of top-ranking broadcast service and facilities with super-power transmitters and clear-channel stations where population is densest.

NBC leads the nation in combining the choice-cut of markets with the choicest of stations . . . at a cost that makes advertisers happy.

NBC—*leader in* "THE PUBLIC INTEREST"

From the dawn of radio, NBC's constant creed has been: "RADIO IS A PUBLIC SERVICE."

NBC . . . and all the people connected with both of NBC's two great networks . . . *believe* both sides of vital, national questions should always be given an equal "airing." (Note "America's Town Meeting of the Air" program—and hundreds of other discussions, pro and con, of important public issues.)

All news is swiftly, skillfully presented . . . without coloration . . . helping to keep this great free democracy one of the few spots on earth where the light of "knowing" hasn't gone out.

A Radio Corporation of America Service

NATIONAL BROADCASTING CO.: RED NETWORK RATES

RCA Bldg., 30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300

NBC—RED NETWORK RATES

(*Night Rates in Effect Jan.* 1, 1941)

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Honolulu and Havana.

6:00 p.m. to 11:00 p.m.—gross rates as listed.

12:00 noon to 6:00 p.m., Sundays only—three-quarters gross rates.

11:00 p.m. to 12:00 midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon)—one-half gross rates.

12:00 midnight to 8:00 a.m.—one-third gross rates.

Service available only if a regularly scheduled program precedes or follows.

Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.

COMMISSIONS AND DISCOUNTS

Weekly discounts for 13 or more consecutive weeks network broadcasting.

All network contracts for the same advertiser may be combined for determining discount rate.

Contracted Value of Network Time at Gross Rates	Rate of Discount on Weekly Gross Billing
Less than $2,000 per week	None
$2,000 or more but less than $4,000 per week	2½%
$4,000 or more but less than $8,000 per week	5%
$8,000 or more but less than $12,000 per week	7½%
$12,000 or more but less than $18,000 per week	10%
$18,000 or more per week	12½%

Network programs between 8:00 p.m. and 10:00 p.m. New York time: On the Basic Red Network and its supplementary facilities used on such programs and on their rebroadcasts, weekly rate of discounts will be reduced 5% (for example, 12½% becomes 7½%).

Annual rebate for 52 consecutive weeks network broadcasting: Rebate to be 12½% of the gross billing on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

25% annual discount: A discount of 25% in lieu of weekly quantity discounts and annual rebates will be allowed currently to advertisers whose contracted gross billing equals or exceeds $1,500,000 within a twelve month fiscal year period.

Net billings (gross billings less all discounts and rebates) shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.

No commission on program charges. No cash discounts. Bills due and payable when rendered.

TERMS OF USE

Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rate and regulations.

All programs are subject to program policies and approval of the National Broadcasting Company.

The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES

Services of the NBC Program and Talent Sales Department in arranging and presenting programs are included without extra charge.

No special charge is made for facilities when programs originate in NBC Studios in New York City, Chicago, Washington, San Francisco and Los Angeles (Hollywood) provided the city in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

RED NETWORK RATES

Night Rates

(6:00 p.m. to 11:00 p.m.)

[Late evening (11:00 p.m. to 12:00 midnight) rates are 50% of night rates.]

BASIC NETWORK

	1 Hr.	½ Hr.	¼ Hr.
New York (WEAF)	$1,400	$840	$560
Baltimore (WFBR)	260	156	104
Boston (WNAC)	440	264	176
Buffalo (WBEN)	320	192	128
Chicago (WMAQ)	800	480	320
Cincinnati (One Cincinnati station, listed below, must be used).			
Cleveland (WTAM)	520	312	208
Des Moines (WHO)	520	312	208
Detroit (WWJ)	420	252	168
Hartford (WTIC)	400	240	160
Indianapolis (WIRE)	220	132	88
Kansas City (WDAF)	380	228	152
Louisville (WAVE)	200	120	80
Milwaukee (WTMJ)	340	204	136
Minn.-St. Paul (KSTP)	400	240	160
Omaha (WOW)	340	204	136
Philadelphia (KYW)	480	288	192
Pittsburgh (WCAE)	380	228	152
Portland, Me. (WCSH)	160	96	64
Providence (WJAR)	200	120	80
Schenectady (WGY)	400	240	160
St. Louis (KSD)	360	216	144
Toledo (WSPD)	220	132	88
Washington (WRC)	240	144	96
Wilmington (WDEL)	120	72	48
Worcester (WTAG)	180	108	72
Total for Network (without Cincinnati)	$9,700	$5,820	$3,880
Cincinnati (WLW)	$1,080	$720	$480
Cincinnati (WSAI)	240	144	96

BASIC SUPPLEMENTARIES

Individually available with Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Allentown (WSAN)	$120	$72	$48
Altoona (WFBG) Johnstown (WJAC)	140	84	56
Augusta (WRDO)	60	36	24
(WRDO available only when WLBZ is used.)			
Bangor (WLBZ)	120	72	48
Charleston (WGKV) Clarksburg (WBLK)	140	84	56
Columbus (WCOL)	120	72	48
Dayton (WING)	140	84	56
(WING available only when WLW not used.)			
Springfield (WIZE) No charge. Available only when WING is used.			
Duluth-Superior (WEBC)	140	84	56
Eau Claire (WEAU)	80	48	32
Evansville (WGBF)	120	72	48
Fort Wayne (WGL)	100	60	40
Grand Rapids (WOOD)	120	72	48
Harrisburg (WKBO)	100	60	40
(WKBO available only when WORK is used.)			
Lancaster (WGAL) No charge. Available only when WORK is used.			
Lima (WLOK)	60	36	24
Madison (WIBA)	140	84	56
Manchester (WFEA)	100	60	40
Minnesota Network: Mankato (KYSM) Rochester (KROC) St. Cloud (KFAM)	120	72	48
Reading (WEEU)	140	84	56
Reading (WRAW)	120	72	48
(WRAW available only when WEEU is off the air.)			
Sioux Falls (KSOO)	140	84	56
Sioux Falls (KELO)	80	48	32
(KELO available only when KSOO is off the air.)			
Terre Haute (WBOW)	100	60	40
Wichita (KANS)	100	60	40
Wilkes-Barre (WBRE)	120	72	48
York (WORK)	120	72	48
Zanesville (WHIZ)	60	36	24
Richmond (WMBG)	140	84	56

CANADIAN SERVICE

Individually available with Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Montreal (CBM)	$240	$144	$96
Toronto (CBL)	300	180	120

Supplementary

	1 Hr.	½ Hr.	¼ Hr.
Montreal (CBF) (French Language Station.)	300	180	120
Combination rate: (CBF-CBM)	325	195	130

NOTE: Rates for Canadian Broadcasting Corporation facilities on application.

CUBAN SERVICE

For use with Basic Network.	1 Hr.	½ Hr.	¼ Hr.
Havana (CMX)	$200	$120	$80

(Full CMX rates apply for all periods, day and night.)

FLORIDA GROUP

Available only as a group for use with Southeastern or Southcentral.

	1 Hr.	½ Hr.	¼ Hr.
Jacksonville (WJAX)	$160	$96	$64
Lakeland (WLAK) No charge. Available only when WFLA is used.			
Miami (WIOD)	160	96	64
Tampa (WFLA)	140	84	56
Total for Group	$460	$276	$184

MIDSOUTH SERVICE

If available, must be used with Southcentral.

	1 Hr.	½ Hr.	¼ Hr.
Nashville (WSM)	$400	$240	$160

MOUNTAIN GROUP

Available only as a group. For use with Basic or Pacific Coast Network.

	1 Hr.	½ Hr.	¼ Hr.
Denver (KOA)	$300	$180	$120
Salt Lake City (KDYL)	200	120	80
Total for Group	$500	$300	$200

NORTH MOUNTAIN GROUP

Available only as a group for use with Mountain or Pacific Coast Network.

	1 Hr.	½ Hr.	¼ Hr.
Billings (KGHL)	$120	$72	$48
Boise (KIDO)	120	72	48
Butte (KGIR)	120	72	48
Bozeman (KRBM) Helena (KPFA)	No charge. Available only when KGIR is used.		
Pocatello (KSEI) Twin Falls (KTFI)	No charge. Available only when complete group is used.		
Total for Group	$360	$216	$144

SEE ABOVE

BASIC RED NETWORK SUPPLEMENTARY MAY BE PURCHASED independent of any group—

1 Hour	½ Hour	¼ Hour
$140	$84	$56

WMBG

RED NETWORK OUTLET · RICHMOND, VA.

JOHN BLAIR CO., REP.

NORTHWESTERN GROUP

Individually available with Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Bismarck (KFYR)........	$200	$120	$80
Fargo (WDAY)..........	160	96	64
Total for Group........	$360	$216	$144

PACIFIC COAST NETWORK

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

	1 Hr.	½ Hr.	¼ Hr.
Fresno (KMJ)............	$120	$72	$48
Los Angeles (KFI)........	520	312	208
Portland, Ore. (KGW).....	220	132	88
San Francisco (KPO)......	420	252	168
Seattle (KOMO)...........	240	144	96
Spokane (KHQ)...........	160	96	64
Total for Group........	$1,680	$1,008	$672

PACIFIC SUPPLEMENTARIES

Individually available with Pacific Coast Network.

	1 Hr.	½ Hr.	¼ Hr.
‡Honolulu (KGU)........	$160	$96	$64
Medford (KMED)........	80	48	32

‡ These rates apply for all periods, day and night.

ARIZONA GROUP

Available with Pacific Coast Network.

	1 Hr.	½ Hr.	¼ Hr.
Phoenix (KTAR)..........	$160	$96	$64
Safford (KGLU).......... Tucson (KVOA).......... Yuma (KYUM)...........	No charge. Available only when KTAR is used.		

SOUTHCENTRAL GROUP

Available only as a group. Midsouth, if available, must be used with this group.

	1 Hr.	½ Hr.	¼ Hr.
Atlanta (WSB)............	$400	$240	$160
Birmingham (WBRC).....	160	96	64
Memphis (WMC).........	240	144	96
New Orleans (WSMB).....	200	120	80
And at least one of the following:			
Jackson (WJDX).......	120	72	48
Laurel (WAML)........ Hattiesburg (WFOR)....	No charge. Available only when WJDX is used		
Mobile (WALA)........ Pensacola (WCOA)	120	72	48
Total for Group........	$1,240	$744	$496
Individually available with Southcentral.			
Chattanooga, (WAPO).....	$100	$60	$40
Knoxville (WROL)........	100	60	40
Montgomery (WSFA).....	100	60	40

RED SOUTHEASTERN GROUP

Available in a group of not less than five.

	1 Hr.	½ Hr.	¼ Hr.
Asheville (WISE)......... Bristol, Tenn.-Va. (WOPI)	No charge. Available only when WFBC is used.		
Charleston (WTMA).......	80	48	32
Charlotte (WSOC).........	120	72	48
Columbia (WIS)...........	140	84	56
Florence (WOLS) No charge. Available only when WIS is used.			
Greenville (WFBC).......	140	84	56
Kingsport (WKPT) No charge. Available only when WFBC is used.			
Norfolk (WTAR).........	140	84	56
Raleigh (WPTF)..........	140	84	56
Savannah (WSAV).........	80	48	32
Winston-Salem (WSJS)....	120	72	48
Total for Group........	$960	$576	$384

SOUTH MOUNTAIN GROUP

Individually available with Basic or Mountain.

	1 Hr.	½ Hr.	¼ Hr.
Albuquerque (KOB).......	$120	$72	$48
El Paso (KTSM)..........	120	72	48
Total for Group........	$240	$144	$96

SOUTHWESTERN GROUP

Available in a group of not less than seven.

	1 Hr.	½ Hr.	¼ Hr.
Amarillo (KGNC).........	$120	$72	$48
Dallas-Fort Worth (WFAA-WBAP)........	440	264	176
Houston (KPRC).........	260	156	104
Little Rock (KARK)......	120	72	48
Oklahoma City (WKY)....	240	144	96
San Antonio (WOAI)......	300	180	120
Shreveport (KTBS).......	120	72	48
Tulsa (KVOO)...........	280	168	112
Total for Group of eight .	$1,880	$1,128	$752
Individually available with Southwestern.			
Corpus Christi (KRIS)....	100	60	40
Pittsburgh, Kan. (KOAM).	120	72	48
Springfield, Mo. (KGBX)..	120	72	48
Weslaco (KRGV).........	100	60	40

SAVE $20 PER SPOT

IN RICHMOND

A minute spot on WMBG—the Red Network Station in Richmond—costs only $15.00 night time. On the other leading station a minute spot night time costs $35.00. In other words—WMBG saves you $20.00.

WMBG offers you the Red Network audience—5000 watts daytime—1000 watts night—and equal density of coverage. WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story from WMBG-NBC Red Outlet—Richmond, Va., or John Blair Co.

WMBG

RED NETWORK OUTLET • RICHMOND, VA.

JOHN BLAIR CO., REP.

NATIONAL BROADCASTING CO.: BLUE NETWORK RATES

RCA Bldg., 30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300

NBC—BLUE NETWORK RATES

(*Night Rates in Effect Jan.* 1, 1941)

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to Honolulu and Havana.

6:00 p.m. to 11:00 p.m.—gross rates as listed.

12:00 noon to 6:00 p.m., Sundays only—three-quarters gross rates.

11:00 p.m. to 12:00 midnight and 8:00 a.m., to 6:00 p.m. (exclusive of Sunday afternoon)—one-half gross rates.

12:00 midnight to 8:00 a.m.—one-third gross rates.

Service available only if a regularly scheduled program precedes or follows.

Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.

SPECIAL BLUE NETWORK DISCOUNTS

When one or more of the four supplementary groups (identified with stars) are purchased in their entirety with the complete Basic Blue Network, the following special discounts will apply against the total contracted value, at gross rates, of the Blue Network time purchased. Such discounts do not apply to WLW.

One group whose evening hour rate equals $500 or more	5%
Two groups whose combined evening hour rate equals $1,000 or more	10%
Three groups whose combined evening hour rate equals $1,500 or more	15%
The four groups	20%

These discounts are predicted on gross rate of one evening hour per group, applicable to standard quarter, half or full hour, day or evening purchase.

COMMISSIONS AND DISCOUNTS

Weekly discounts for 13 or more consecutive weeks network broadcasting.

All network contracts for the same advertiser may be combined for determining discount rate.

Contracted value of network time at gross rates (after deduction of Special Blue Discounts, if any).

	Rate of Discount on Weekly Gross Billing
Less than $2,000 per week	None
$2,000 or more but less than $4,000 per week	2½%
$4,000 or more but less than $8,000 per week	5%
$8,000 or more but less than $12,000 per week	7½%
$12,000 or more but less than $18,000 per week	10%
$18,000 or more per week	12½%

Network programs between 8:00 p.m. and 10:00 p.m. New York time: Where "Other stations available with the Blue Network" are used on network programs between 8:00 p.m. and 10:00 p.m. New York time, and on their rebroadcasts, weekly rate of discount on these stations only will be reduced 5% (for example, 12½% becomes 7½%).

Annual rebate for 52 consecutive weeks network broadcasting: Rebate to be 12½% of the gross billing (after deduction of Special Blue Discounts, if any) on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

25% annual discount: A discount of 25% in lieu of weekly quantity discounts and annual rebates will be allowed currently to advertisers whose contracted gross billing equals or exceeds $1,500,000 within a twelve month fiscal year period, after deduction of Special Blue Discounts, if any.

Net billings (gross billings less all discounts and rebates) shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct any excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies. No commission on program charges. No cash discounts. Bills due and payable when rendered.

TERMS OF USE

No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rate and regulations.

All programs are subject to program policies and approval of the National Broadcasting Company.

The closing date is three weeks in advance of initial program.

PRODUCTION SERVICES

Services of the NBC Program and Talent Sales Department in arranging and presenting programs are included without extra charge.

No special charge is made for facilities when programs originate in NBC Studios in New York City, Chicago, Washington, San Francisco and Los Angeles (Hollywood) provided the city in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

BLUE NETWORK RATES

Night Rates

(6:00 p.m. to 11:00 p.m.)

[Late evening (11:00 p.m. to 12:00 midnight) rates are 50% of night rates.]

BASIC BLUE NETWORK

	1 Hr.	½ Hr.	¼ Hr.
New York (WJZ)†	$1,200	$720	$480
Boston (WBZ)	480	288	192
Springfield (WBZA)	160	96	64
Providence (WEAN)	200	120	80
Bridgeport (WICC)	160	96	64
Philadelphia (WFIL)	400	240	160
Baltimore (WBAL)†	320	192	128
Washington (WMAL)	200	120	80
Syracuse (WSYR)	220	132	88
Rochester (WHAM)	380	228	152
Buffalo (WEBR)	120	72	48
Pittsburgh (KDKA)	480	288	192
Cleveland (WHK)	340	204	136
Akron (WAKR)	140	84	56
Detroit (WXYZ)	360	216	144
Cincinnati (One Cincinnati station listed below must be used)			
Fort Wayne (WOWO)	220	132	88
(WGL available to Basic Blue only when WOWO is off the air.)			
Chicago (WENR-WLS)	720	432	288
St. Louis (KXOK)	340	204	136
Columbia (KFRU). No charge. Available only when KXOK is used.			
Minn.-St. Paul (WTCN)	180	108	72
Des Moines (KSO)	180	108	72
Kansas City (WREN)	240	144	96
Total (without Cinn.)	$7,040	$4,224	$2,816
Cincinnati (WLW)	$1,080	$720	$480
Cincinnati (WSAI)	240	144	96

† WJZ and WBAL are synchronized from 9:00 p.m. to 12:00 midnight when on Standard Time—10:00 p.m. to 1:00 a.m. on Daylight Saving Time.

BASIC BLUE SUPPLEMENTARIES

Individually available with Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Richmond (WRNL)	$140	$84	$56
Hartford (WNBC)	120	72	48
Albany (WABY)	120	72	48
Plattsburg (WMFF) Poughkeepsie (WKIP)	No charge. Available only when WABY is used.		
Jamestown (WJTN)	80	48	32
Erie (WLEU)	120	72	48
Youngstown (WFMJ)	100	60	40
Toledo (WTOL)	120	72	48
Louisville (WINN)	120	72	48
Springfield, Ill. (WCBS)	80	48	32
Milwaukee (WEMP)	120	72	48
Dubuque (WKBB)	80	48	32
Shenandoah (KMA)	140	84	56
Omaha (KOWH)	160	96	64
Sioux City (KSCJ)	140	84	56

MICHIGAN NETWORK

(Available only with WXYZ, Detroit.)

	1 Hr.	½ Hr.	¼ Hr.
Flint (WFDF) Lansing (WJIM) Jackson (WIBM) Battle Creek (WELL) Bay City (WBCM)	240	144	96

BLUE FLORIDA NETWORK

(Available only as a complete Network.)

	1 Hr.	½ Hr.	¼ Hr.
Jacksonville (WJHP)	120	72	48
Ocala (WTMC) No charge. Available only when WJHP is used.			
Daytona Beach (WMFJ)	60	36	24
Miami Beach (WKAT)	140	84	56
Orlando (WLOF)	60	36	24
Tampa-St. Petersburg (WSUN)	140	84	56
Total for Florida Network	$520	$312	$208

*BLUE SOUTHERN GROUP

Individually available. Midsouth, if available, may be used with this group.

	1 Hr.	½ Hr.	¼ Hr.
Memphis (WMPS)	$140	$84	$56
Atlanta (WAGA)	140	84	56
Birmingham (WSGN)	120	72	48
Greenwood (WGRM) Jackson (WSLI)	80	48	32
Hot Springs (KTHS)	120	72	48
New Orleans (WDSU)	180	108	72
Baton Rouge (WJBO)	80	48	32
Total for Group	$860	$516	$344

*BLUE SOUTHEASTERN GROUP

Available only as a complete group.

	1 Hr.	½ Hr.	¼ Hr.
Roanoke Rapids (WCBT) Rocky Mount (WEED) Wilmington (WMFD) High Point (WMFR) Hickory (WHKY) Gastonia (WGNC) Columbia (WCOS) Augusta (WGAC)	250	150	100

*BLUE SOUTHWESTERN GROUP

Individually available	1 Hr.	½ Hr.	¼ Hr.
Tulsa (KOME)	$120	$72	$48
Oklahoma City (KTOK)	120	72	48
Ft. Worth-Dallas (KGKO)	240	144	96
Houston (KXYZ)	200	120	80
Beaumont (KFDM)	120	72	48
The Oklahoma Network (Supplementary to Blue Southeastern Group. Available only as a complete group.)			
Ada (KADA) Ardmore (KVSO) Enid (KCRC) Muskokee (KBIX) Shawnee (KGFF)	200	120	80
Total for Group	$1,000	$600	$400

*BLUE MOUNTAIN GROUP

Available only as a group. For use with Basic or Pacific Coast Networks.

	1 Hr.	½ Hr.	¼ Hr.
Denver (KVOD)	$200	$120	$80
Pueblo (KGHF) Cheyenne (KFBC)	No charge. Available only when KVOD is used.		
Ogden (KLO)	120	72	48
Salt Lake City (KUTA)	80	48	32
Total for Group	$400	$240	$160

*BLUE PACIFIC COAST GROUP

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

	1 Hr.	½ Hr.	¼ Hr.
San Francisco (KGO)	$280	$168	$112
Los Angeles (KECA)	240	144	96
Santa Barbara (KTMS)	80	48	32
San Diego (KFSD)	140	84	56
Portland, Ore. (KEX)	160	96	64
Seattle (KJR)	200	120	80
Spokane (KGA)	120	72	48
Sacramento (KFBK) Stockton (KWG) Bakersfield (KERN) Reno (KOH)	220	132	88
Total for Group	$1,440	$864	$576

* See Special Blue Network Discounts at beginning of listing.

CANADIAN SERVICE

Individually available. For use with Basic Blue Network. Special Blue discount on CFCF only.

	1 Hr.	½ Hr.	¼ Hr.
Toronto (CBL)	$300	$180	$120
Montreal (CFCF)	240	144	96
Supplementary			
Montreal (CBF) (French Language Station)	300	180	120
Combination rate: (CBF-CFCF)	325	195	130

NOTE: Rates for Canadian Broadcasting Corporation Network facilities on application.

OTHER STATIONS AVAILABLE WITH THE BLUE NETWORK

BASIC SUPPLEMENTARIES

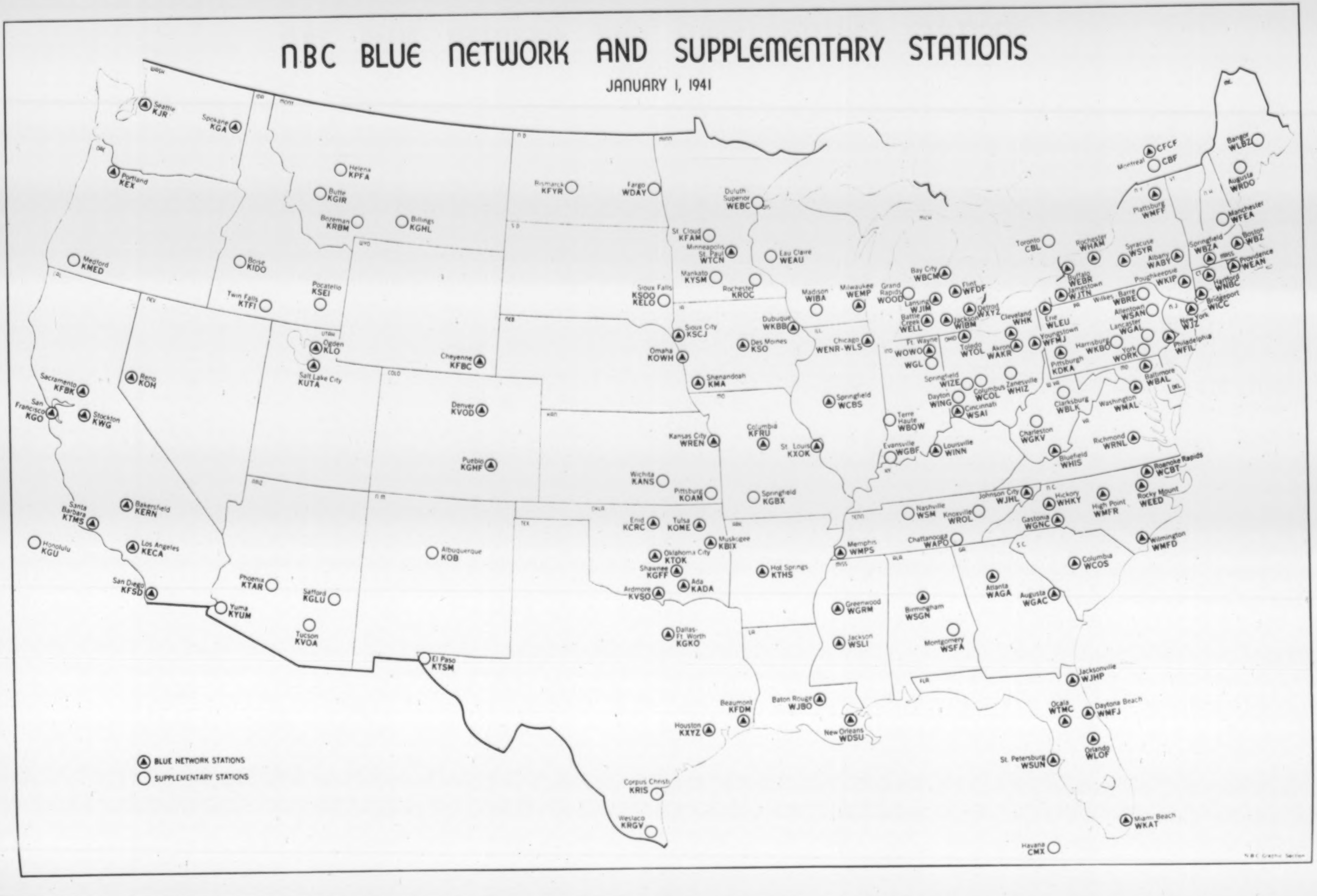
Individually available with Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Manchester (WFEA)	$100	$60	$40
Bangor (WLBZ)	120	72	48
Augusta (WRDO)	60	36	24
(WRDO available only when WLBZ is used.)			
Wilkes-Barre (WBRE)	120	72	48
Allentown (WSAN)	120	72	48
York (WORK)	120	72	48
Lancaster (WGAL) No charge. Available only when WORK is used.			
Harrisburg (WKBO)	100	60	40
(WKBO available only when WORK is used.)			
Clarksburg (WBLK) Charleston (WGKV)	140	84	56
Columbus (WCOL)	120	72	48
Zanesville (WHIZ)	60	36	24
Dayton (WING)	140	84	56
(WING available only when WLW is not used.)			
Springfield (WIZE) No charge. Available only when WING is used.			
Grand Rapids (WOOD)	120	72	48
Fort Wayne (WGL)	100	60	40
(WGL available only when WOWO is off the air.)			
Terre Haute (WBOW)	100	60	40
Evansville (WGBF)	120	72	48
Madison (WIBA)	140	84	56
Duluth-Superior (WEBC)	140	84	56
Eau Claire (WEAU)	80	48	32

(*Continued on Page* 296)

Map of the Blue Network of National Broadcasting Company

(As of January 1, 1941)


NBC BLUE NETWORK AND SUPPLEMENTARY STATIONS
JANUARY 1, 1941
Seattle KJR
Spokane KGA
Portland KEX
Medford KMED
Helena KPFA
Butte KGIR
Bozeman KRBM
Billings KGHL
Boise KIDO
Twin Falls KTFI
Pocatello KSEI
Bismarck KFYR
Fargo WDAY
Duluth Superior WEBC
St. Cloud KFAM
Minneapolis St. Paul WTCN
Mankato KYSM
Rochester KROC
Eau Claire WEAU
Sioux Falls KSOO KELO
Ogden KLO
Salt Lake City KUTA
Cheyenne KFBC
Sacramento KFBK
San Francisco KGO
Stockton KWG
Reno KOH
Denver KVOD
Pueblo KGHF
Sioux City KSCJ
Omaha KOWH
Des Moines KSO
Shenandoah KMA
Dubuque WKBB
Madison WIBA
Milwaukee WEMP
Chicago WENR-WLS
Springfield WCBS
Kansas City WREN
Columbia KFRU
St. Louis KXOK
Wichita KANS
Pittsburg KOAM
Springfield KGBX
Enid KCRC
Tulsa KOME
Muskogee KBIX
Oklahoma City KTOK
Shawnee KGFF
Ada KADA
Ardmore KVSO
Hot Springs KTHS
Santa Barbara KTMS
Bakersfield KERN
Los Angeles KECA
Honolulu KGU
San Diego KFSD
Yuma KYUM
Phoenix KTAR
Safford KGLU
Tucson KVOA
Albuquerque KOB
El Paso KTSM
Dallas-Ft. Worth KGKO
Beaumont KFDM
Houston KXYZ
Corpus Christi KRIS
Weslaco KRGV
Baton Rouge WJBO
New Orleans WDSU
Memphis WMPS
Greenwood WGRM
Jackson WSLI
Birmingham WSGN
Montgomery WSFA
Atlanta WAGA
Augusta WGAC
Columbia WCOS
Chattanooga WAPO
Nashville WSM
Knoxville WROL
Johnson City WJHL
Hickory WHKY
High Point WMFR
Gastonia WGNC
Rocky Mount WEED
Roanoke Rapids WCBT
Wilmington WMFD
Jacksonville WJHP
Ocala WTMC
Daytona Beach WMFJ
Orlando WLOF
St. Petersburg WSUN
Miami Beach WKAT
Havana CMX
Grand Rapids WOOD
Bay City WBCM
Flint WFDF
Lansing WJIM
Battle Creek WELL
Jackson WIBM
Detroit WXYZ
Ft. Wayne WOWO
WGL
Toledo WTOL
Cleveland WHK
Akron WAKR
Youngstown WFMJ
Springfield WIZE
Columbus WCOL
Zanesville WHIZ
Dayton WING
Cincinnati WSAI
Terre Haute WBOW
Evansville WGBF
Louisville WINN
Charleston WGKV
Bluefield WHIS
Clarksburg WBLK
Washington WMAL
Richmond WRNL
Baltimore WBAL
Pittsburgh KDKA
Erie WLEU
Harrisburg WKBO
York WORK
Lancaster WGAL
Allentown WSAN
Wilkes Barre WBRE
Philadelphia WFIL
New York WJZ
Toronto CBL
Buffalo WEBR
Jamestown WJTN
Rochester WHAM
Syracuse WSYR
Albany WABY
Poughkeepsie WKIP
Plattsburg WMFF
Montreal CFCF
CBF
Bridgeport WICC
Hartford WNBC
Springfield WBZA
Boston WBZ
Providence WEAN
Manchester WFEA
Augusta WRDO
Bangor WLBZ
BLUE NETWORK STATIONS
SUPPLEMENTARY STATIONS
N B C Graphic Section

NATIONAL BROADCASTING CO.: BLUE NETWORK RATES

[Continued from Page 294]

MINNESOTA NETWORK

Mankato (KYSM)........ Rochester (KROC)....... St. Cloud (KFAM)........	120	72	48
Sioux Falls (KSOO).......	140	84	56
Sioux Falls (KELO).......	80	48	32
(KELO available only when KSOO is off the air.)			
Wichita (KANS).........	100	60	40

NORTHWESTERN GROUP

Individually available with Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Fargo (WDAY)..........	$160	$96	$64
Bismarck (KFYR)........	200	120	80
Total for Group........	$360	$216	$144

MIDSOUTH SERVICE

If available, may be used with Blue Southern.

	1 Hr.	½ Hr.	¼ Hr.
Nashville (WSM).........	$400	$240	$160

SOUTHERN SUPPLEMENTARIES

Individually available with Blue Southern.

	1 Hr.	½ Hr.	¼ Hr.
Knoxville (WROL).......	$100	$60	$40
Chattanooga (WAPO).....	100	60	40
Montgomery (WSFA).....	100	60	40

SOUTHWESTERN SUPPLEMENTARIES

Individually available with Blue Southwestern.

	1 Hr.	½ Hr.	¼ Hr.
Pittsburg, Kans. (KOAM)..	$120	$72	$48
Springfield, Mo. (KGBX)..	120	72	48
Corpus Christi (KRIS)....	100	60	40
Weslaco (KRGV).........	100	60	40

NORTH MOUNTAIN GROUP

Available only as a group for use with Mountain or Pacific Coast Network.

	1 Hr.	½ Hr.	¼ Hr.
Boise (KIDO)............	$120	$72	$48
Butte (KGIR)............	120	72	48
Helena (KPFA).......... Bozeman (KRBM)........	No charge. Available only when KGIR is used.		
Billings (KGHL).........	120	72	48
Pocatello (KSEI)......... Twin Falls (KTFI)........	No charge. Available only when complete group is used		
Total for Group........	$360	$216	$144

SOUTH MOUNTAIN GROUP

Individually available with Basic or Mountain.

	1 Hr.	½ Hr.	¼ Hr
Albuquerque (KOB).......	$120	$72	$4
El Paso (KTSM)..........	120	72	4
Total for Group........	$240	$144	$9

PACIFIC SUPPLEMENTARIES

Individually available with Pacific Coast Network.

	1 Hr.	½ Hr.	¼ Hr
Medford (KMED)........	$80	$48	$3
Arizona Group:			
Phoenix (KTAR)........	160	96	6
Tucson (KVOA)........ Safford (KGLU)........ Yuma (KYUM)........	No charge. Available only when KTAR is used.		

SPECIAL SERVICE

For use with Basic Network.

	1 Hr.	½ Hr.	¼ Hr.
Havana (CMX)..........	$200	$120	$8
(Full CMX rates apply for all periods, day and night.)			
For use with Pacific Coast Group.			
Honolulu (KGU).........	$160	$96	$6
(Full KGU rates apply for all periods, day and night.).			

IT'S THE JOB WE DO FOR YOU INDIVIDUALLY THAT COUNTS!

NBC BLUE NETWORK PROGRAMS HAVE A VERY LARGE LISTENING AUDIENCE IN HARTFORD — NEW BRITAIN, AND THE GREAT CONNECTICUT VALLEY

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Telephone: Wickersham 2-2000

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WBBM	Chicago	KMOX	St. Louis
WBT	Charlotte	KNX	Los Angeles
WCCO	Minneapolis	WEEI	Boston (Leased)

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Robert N. Brown, *Program Director*
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King Park, *Sales Promotion Manager*
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Wm. D. Murdock, *Sales Manager, WJSV*
Lloyd W. Dennis, Jr., *Program Director*
Clyde Hunt, *Chief Engineer*
Harry R. Crow, *Accountant*
John Heiney, *Sales Promotion Manager*
Paul Glynn, *Publicity Director*
Ann Gillis, *Director of Public Events*

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Carl Burkland, *Sales Manager*
Mrs. Hayle C. Cavanor, *Program Director*
H. S. McCartney, *Chief Engineer*
Emmett J. Heerdt, *Accountant*
Robert L. Hutton, Jr., *Sales Promotion and Publicity Manager*
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Louis McC. Young, *Chief Engineer*
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Fox Case, *Director of Special Features and Public Events*
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Hal Rorke, *Publicity Manager*
Roger Huston, *Manager Radio Sales, Los Angeles*
Allen Cormack, *Traffic Manager*

San Francisco Office—Palace Hotel

Arthur J. Kemp, *Sales Manager, Pacific Network*
Charles Morin, *Account Executive, Radio Sales*

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Royal E. Penny, *Sales Manager and Account Executive Radio Sales, Charlotte*
Chas. H. Crutchfield, *Program Director*
James Beloungy, *Chief Engineer*
Wm. G. Carley, *Director of Sales Promotion*
William Winter, *News Editor*

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Lloyd G. del Castillo, *Production Manager and Musical Director*
Philip K. Baldwin, *Chief Engineer*
John J. Murray, *Accountant*
Dorothy Drake, *Publicity Director*

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WJR, Fisher Building

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G. T. C. Fry, *Manager of Sales Promotion*
Kenneth Krentel, *Manager of Research*
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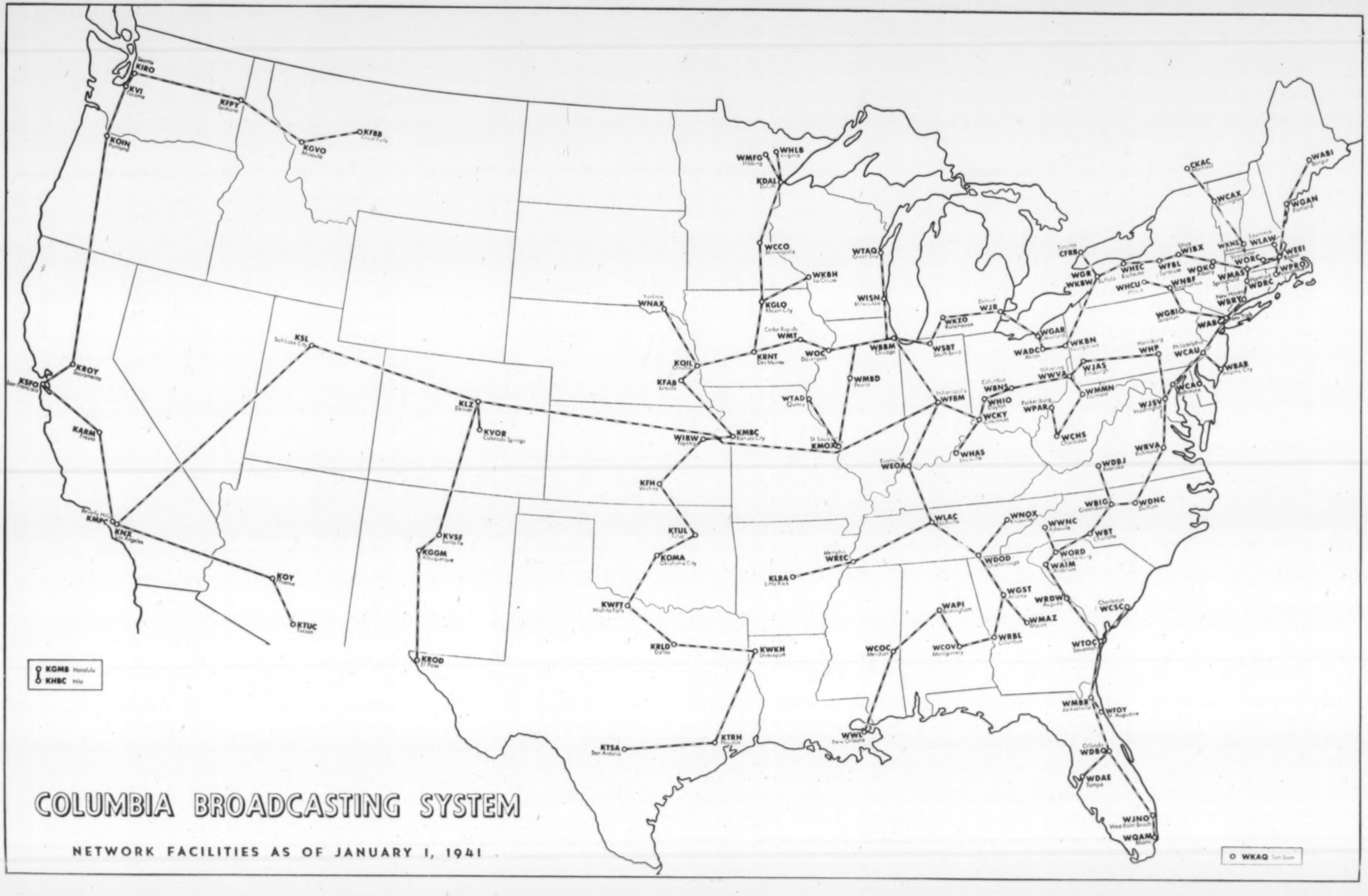
WE *like* to solve sales problems. Whether they concern the markets dominated by Columbia-operated facilities—or *any* radio market *anywhere*—we have the answer. For behind Radio Sales' service is the strength of Columbia's entire personnel—the experience and skill of experts. The man-power that built the world's leading network is at *your* service.

Offices in New York, Chicago, Detroit, St. Louis, Charlotte, Los Angeles, and San Francisco ★ *Representing:* WABC, New York • WBBM, Chicago • WEEI, Boston • WCCO, Minneapolis-St. Paul • KNX, Los Angeles • KMOX, St. Louis WJSV, Washington • WBT, Charlotte • The Columbia Pacific Network • The Columbia California Network • The Columbia New England Network • WAPI, Birmingham.

XUM

Map of Network of Columbia Broadcasting System

(As of January 1, 1941)


COLUMBIA BROADCASTING SYSTEM
NETWORK FACILITIES AS OF JANUARY 1, 1941
KGMB Honolulu
KHBC Hilo
WKAQ San Juan
KIRO Seattle
KVI Tacoma
KOIN Portland
KFPY Spokane
KGVO Missoula
KFBB Great Falls
KROY Sacramento
KSFO San Francisco
KARM Fresno
KMPC Beverly Hills
KNX Los Angeles
KOY Phoenix
KTUC Tucson
KSL Salt Lake City
KLZ Denver
KVOR Colorado Springs
KVSF Santa Fe
KGGM Albuquerque
KROD El Paso
WMFG Hibbing
WHLB Virginia
KDAL Duluth
WCCO Minneapolis
WKBH La Crosse
KGLO Mason City
WNAX Yankton
WMT Cedar Rapids
KRNT Des Moines
KOIL Omaha
KFAB Lincoln
WIBW Topeka
KMBC Kansas City
KFH Wichita
KTUL Tulsa
KOMA Oklahoma City
KWFT Wichita Falls
KRLD Dallas
KWKH Shreveport
KTRH Houston
KTSA San Antonio
WTAQ Green Bay
WISN Milwaukee
WBBM Chicago
WOC Davenport
WMBD Peoria
WTAD Quincy
KMOX St. Louis
WKZO Kalamazoo
WJR Detroit
WSBT South Bend
WFBM Indianapolis
WEOA Evansville
WHAS Louisville
WCKY Cincinnati
WHIO Dayton
WBNS Columbus
WGAR Cleveland
WADC Akron
WKBN Youngstown
WWVA Wheeling
WJAS Pittsburgh
WMMN Fairmont
WPAR Parkersburg
WCHS Charleston
WLAC Nashville
WREC Memphis
KLRA Little Rock
WNOX Knoxville
WDOD Chattanooga
WAPI Birmingham
WCOV Montgomery
WCOC Meridian
WWL New Orleans
WGST Atlanta
WMAZ Macon
WRBL Columbus
WRDW Augusta
WAIM Anderson
WORD Spartanburg
WWNC Asheville
WBT Charlotte
WBIG Greensboro
WDNC Durham
WDBJ Roanoke
WRVA Richmond
WJSV Washington
WCAO Baltimore
WCSC Charleston
WTOC Savannah
WMBR Jacksonville
WFOY St. Augustine
WDBO Orlando
WDAE Tampa
WJNO West Palm Beach
WQAM Miami
CFRB Toronto
WGR
WKBW Buffalo
WHEC Rochester
WFBL Syracuse
WIBX Utica
WHCU Ithaca
WNBF Binghamton
WOKO Albany
WGBI Scranton
WHP Harrisburg
WCAU Philadelphia
WBAB Atlantic City
WABC New York
WBRY
WDRC Hartford
WMAS Springfield
WORC Worcester
WPRO Providence
WEEI Boston
WLAW Lawrence
WKNE Keene
WCAX Burlington
CKAC Montreal
WGAN Portland
WABI Bangor

COLUMBIA BROADCASTING SYSTEM: NETWORK RATES

485 Madison. Ave., New York City
Telephone: Wickersham 2-2000

RATE CARD

(Rates in Effect Jan. 1, 1941)

Night Rates (6 P.M. to 11 P.M.) are in **Bold Face. Day Rates** (8 A.M. to 6 P.M. and 11 P.M. to midnight) are in Light Face. **Transition Rates** (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P.M. to 6:30 P.M. **Sunday Afternoon Rates** (12 Noon to 6 P.M.) are two-thirds of night rates. **After Midnight Rates** (midnight to 8 A.M.) are one-third of night rates. Day and Night Rates and Sunday Afternoon Rates are figured on the basis of current local time in each city. Network operations prior to 8 A.M. (local time) may be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour are in exact proportion to one-hour rates.

STATION RATES

This rate card is published by the Columbia Broadcasting System for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice. When program originates at points other than Columbia Network studios in New York, Chicago, Los Angeles and Washington, a special origination charge is made.

BASIC NETWORK

Minimum 26 Cities

Including the following 23 cities:

	Time Zone	Full Hour		Half Hour		Quarter Hour	
New York (WABC)..	E†	**$1350**	675	**810**	405	**540**	270
Akron (WADC).....	E	**190**	95	**114**	57	**76**	38
Baltimore (WCAO)..	E	**300**	150	**180**	90	**120**	60
Boston (WEEI).....	E†	**475**	238	**285**	143	**190**	95
Buffalo (WGR-WKBW)..........	E†	**350**	175	**210**	105	**140**	70
*Cedar Rapids (WMT)...........	C	**225**	113	**135**	68	**90**	45
Chicago (WBBM)....	C†	**825**	413	**495**	248	**330**	165
Cincinnati (WCKY)..	E	**425**	213	**255**	128	**170**	85
Cleveland (WGAR)..	E	**350**	175	**210**	105	**140**	70
Des Moines (KRNT)	C	**220**	110	**132**	66	**88**	44
Detroit (WJR)......	E	**700**	350	**420**	210	**280**	140
Hartford (WDRC)...	E†	**190**	95	**114**	57	**76**	38
Indianapolis (WFBM)	C	**200**	100	**120**	60	**80**	40
Kansas City (KMBC)	C	**325**	163	**195**	98	**130**	65
Lincoln (KFAB).....	C	**200**	100	**120**	60	**80**	40
Louisville (WHAS)...	C	**475**	238	**285**	143	**190**	95
Omaha (KOIL)......	C	**175**	88	**105**	53	**70**	35
Philadelphia (WCAU)	E†	**600**	300	**360**	180	**240**	120
Pittsburgh (WJAS)...	E†	**375**	188	**225**	113	**150**	75
Providence (WPRO).	E†	**240**	120	**144**	72	**96**	48
St. Louis (KMOX)...	C	**575**	288	**345**	173	**230**	115
Syracuse (WFBL)....	E†	**220**	110	**132**	66	**88**	44
Washington (WJSV).	E	**375**	188	**225**	113	**150**	75
Plus at least 3 of the following Optional cities:							
Albany (WOKO).....	E†	**175**	88	**105**	53	**70**	35
Columbus (WBNS)..	E	**175**	88	**105**	53	**70**	35
Dayton (WHIO)....	E	**175**	88	**105**	53	**70**	35
Harrisburg (WHP)...	E†	**175**	88	**105**	53	**70**	35
Rochester (WHEC)..	E†	**175**	88	**105**	53	**70**	35
Total 26 Cities....		**$9885**	4949	**5931**	2972	**3954**	1977

(Only 3 Optional cities are included in above totals.)

* Beginning March 15, 1941, WMT increases power to 5000 watts night and increases rate for night hour to $250. At the same time WOC, Davenport, goes off the network.

BASIC SUPPLEMENTARY GROUP

26 Cities

Available individually with Basic Network.

Atlantic City (WBAB)	E†	**$100**	50	**60**	30	**40**	20
Bangor (WABI).....	E†	**125**	63	**75**	38	**50**	25
Binghamton (WNBF	E†	**125**	63	**75**	38	**50**	25
Burlington (WCAX).	E†	**100**	50	**60**	30	**40**	20
Charleston, W. Va. (WCHS)..........	E	**170**	85	**102**	51	**68**	34
Evansville (WEOA)..	C	**125**	63	**75**	38	**50**	25
Fairmont (WMMN)..	E	**125**	63	**75**	38	**50**	25
Ithaca (WHCU).....	E	**50**	25	**30**	15	**20**	10
Kalamazoo (WKZO).	E	**150**	75	**90**	45	**60**	30
Keene (WKNE).....	E†	**125**	63	**75**	38	**50**	25
Lawrence (WLAW)..	E†	**100**	50	**60**	30	**40**	20
Milwaukee (WISN)..	C	**190**	95	**114**	57	**76**	38
New Haven-Waterbury (WBRY)	E†	**125**	63	**75**	38	**50**	25
Parkersburg (WPAR).	E	**100**	50	**60**	30	**40**	20
Peoria (WMBD)....	C	**175**	88	**105**	53	**70**	34
Portland, Me. (WGAN)........	E†	**125**	63	**75**	38	**50**	25
Quincy (WTAD)....	C	**125**	63	**75**	38	**50**	25
Scranton (WGBI)....	E	**175**	88	**105**	53	**70**	35
South Bend (WSBT).	C†	**125**	63	**75**	38	**50**	25
Springfield, Mass. (WMAS)..........	E†	**150**	75	**90**	45	**60**	30
Topeka (WIBW)....	C	**200**	100	**120**	60	**80**	40
Utica (WIBX).......	E†	**125**	63	**75**	38	**50**	25
Wheeling (WWVA)..	E	**190**	95	**114**	57	**76**	38
Wichita (KFH)......	C	**175**	88	**105**	53	**70**	35
Worcester (WORC)..	E†	**175**	88	**105**	53	**70**	35
Youngstown (WKBN)	E	**170**	85	**102**	51	**68**	34
Group Total......		**$3620**	1817	**2172**	1093	**1448**	724

* Available along with Binghamton.

SOUTHWESTERN GROUP

7 Cities

Available with the Basic Network in a group of not less than 4 of the following cities, one of which must be Shreveport.

Dallas (KRLD).....	C	**$400**	200	**240**	120	**160**	80
Houston (KTRH)...	C	**250**	125	**150**	75	**100**	50
Oklahoma City (KOMA).........	C	**225**	113	**135**	68	**90**	45
San Antonio (KTSA).	C	**225**	113	**135**	68	**90**	45
Shreveport (KWKH).	C	**275**	138	**165**	83	**110**	55
Tulsa (KTUL)......	C	**165**	83	**99**	50	**66**	33
Wichita Falls(KWFT	C	**125**	63	**75**	38	**50**	25
Group Total......		**$1665**	835	**999**	502	**666**	333

SOUTHEASTERN GROUP

11 Cities

Available with the Basic Network in a group of not less than 4 of the following cities.

Anderson (WAIM)...	E	**$100**	50	**60**	30	**40**	20
Asheville (WWNC)..	E	**125**	63	**75**	38	**50**	25
Augusta (WRDW)...	E	**100**	50	**60**	30	**40**	20
Charleston (WCSC)..	E	**125**	63	**75**	38	**50**	25
Charlotte (WBT)....	E	**350**	175	**210**	105	**140**	70
Durham (WDNC)...	E	**100**	50	**60**	30	**40**	20
Greensboro (WBIG).	E	**125**	63	**75**	38	**50**	25
Richmond (WRVA)..	E	**350**	175	**210**	105	**140**	70
Roanoke (WDBJ)...	E	**125**	63	**75**	38	**50**	25
Savannah (WTOC)..	E	**150**	75	**90**	45	**60**	30
Spartanburg (WSPA-WORD)....	E	**100**	50	**60**	30	**40**	20
Group Total......		**$1750**	875	**1050**	527	**700**	350

SOUTHCENTRAL GROUP

12 Cities

Available individually with Basic Network.

Atlanta (WGST)....	C†	**$225**	113	**135**	68	**90**	45
Birmingham (WAPI).	C†	**175**	88	**105**	53	**70**	35
Chattanooga (WDOD).........	C	**140**	70	**84**	42	**56**	28
Columbus, Ga. (WRBL)..........	C	**100**	50	**60**	30	**40**	20
Knoxville (WNOX)..	C	**140**	70	**84**	42	**56**	28
Little Rock (KLRA).	C	**165**	83	**99**	50	**66**	33
Macon (WMAZ)....	E	**125**	63	**75**	38	**50**	25
Memphis (WREC)...	C†	**250**	125	**150**	75	**100**	50
Meridian (WCOC)...	C	**100**	50	**60**	30	**40**	20
Montgomery (WCOV	C	**100**	50	**60**	30	**40**	20
Nashville (WLAC)...	C	**240**	120	**144**	72	**96**	48
New Orleans (WWL).	C	**400**	200	**240**	120	**160**	80
Group Total......		**$2160**	1082	**1296**	650	**864**	432

WEEKLY DISCOUNTS

(Applicable only to rates on this card)

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

Less than 10 station-hours per week..................	Net
10 or more but less than 15 station-hours per week..	2½%
15 or more but less than 25 station-hours per week..	5%
25 or more but less than 45 station-hours per week..	7½%
45 or more but less than 70 station-hours per week..	10%
70 or more station-hours per week..................	12½%

Station-hours will be calculated as follows:

1 hr. (day or night) on 1 station..........	1.0 station-hour
½ hr. (day or night) on 1 station..........	.6 station-hour
¼ hr. (day or night) on 1 station..........	.4 station-hour

(Thus, in computing station-hour discounts, ½ hour and ¼ hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate.)

Two or more network contracts for the same advertiser may be combined in computing station-hour discounts.

ANNUAL DISCOUNT 12½%

(Applicable only to rates on this card)

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows:

52 times 12½% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

COMMISSIONS

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges. There are no cash discounts

Charges for facilities are payable immediately after each broadcast.

CLASSIFICATIONS

Rates listed herein apply to all classes of acceptable accounts and advertising.

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following: Columbia Artists, Inc.; Columbia Concerts Corporation; Continuity Department; Engineering Department; Program Department; Promotion and Research Department; Publicity Department; Sales Service Department; Station Relations Department.

FLORIDA GROUP

4 Cities

Available as a group with Basic Network.

Jacksonville (WMBR	E	**$130**	65	**78**	39	**52**	26
Miami (WQAM)....	E	**165**	83	**99**	50	**66**	33
Orlando (WDBO)....	E	**125**	63	**75**	38	**50**	25
St.Augustine (WFOY)		Bonus Sta. with Jacksonville					
Tampa (WDAE)....	E	**165**	83	**99**	50	**66**	33
West Palm Beach (WJNO)..........	E	Bonus Sta. with Florida Group					
Group Total......		**$585**	294	**351**	177	**234**	117

CBS CANADIAN GROUP*

2 Cities

Available individually with Basic Network.

Montreal (CKAC)...	E†	**$250**	125	**150**	75	**100**	50
Toronto (CFRB)....	E†	**325**	163	**195**	98	**130**	65
Group Total......		**$575**	288	**345**	173	**230**	115

* In addition to Montreal and Toronto, the 31 stations of the Canadian Broadcasting Corp. are available to CBS Advertisers

NORTHWESTERN GROUP

9 Cities

Available individually with Basic Network, except that Sioux City-Yankton must be used when Minneapolis is used.

*Davenport (WOC)..	C	**$125**	63	**75**	38	**50**	25
Duluth (KDAL).....	C	**125**	63	**75**	38	**50**	25
*Hibbing & Virginia, Minn. (WMFG-WHLB).........	C	**50**	25	**30**	15	**20**	10
Green Bay (WTAQ).	C	**125**	63	**75**	38	**50**	25
La Crosse (WKBH)..	C	**125**	63	**75**	38	**50**	25
Mason City (KGLO).	C	**100**	50	**60**	30	**40**	20
Minneapolis (WCCO)	C	**525**	263	**315**	158	**210**	105
Sioux City-Yankton (WNAX)..........	C	**250**	125	**150**	75	**100**	50
Group Total......		**$1425**	715	**855**	430	**570**	285

* Available only with Duluth.

* Beginning March 15, 1941, WMT increases power to 5000 watts night and increases rate for night hour to $250. At the same time WOC, Davenport, goes off the network.

MOUNTAIN GROUP

8 Cities

Available individually with Basic Network.‡

Denver (KLZ)......	M	**$225**	113	**135**	68	**90**	45
Salt Lake City (KSL).	M	**350**	175	**210**	105	**140**	70
The following stations available individually with Mountain or Pacific Coast groups.							
El Paso (KROD)....	M	**$125**	63	**75**	38	**50**	25
Albuquerque-Santa Fe (KGGM-KVSF)...	M	**100**	50	**60**	30	**40**	20
Colorado Springs (KVOR)**.........	M	**50**	25	**30**	15	**20**	10
Great Falls* (KFBB).	M	**100**	50	**60**	30	**40**	20
Missoula* (KGVO)..	M	**100**	50	**60**	30	**40**	20
Phoenix & Tucson (KOY-KTUC).....	M	**140**	70	**84**	42	**56**	28
Group Total......		**$1190**	596	**714**	358	**476**	238

‡ When the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.

* Available with Mountain and Pacific Groups but not with Mountain Group alone.

** Available only with Denver.

PACIFIC COAST GROUP

6 Cities

Available only as a group.

Los Angeles (KNX)..	P	**$575**	288	**345**	173	**230**	115
Fresno (KARM).....	P	**75**	38	**45**	23	**30**	15
Portland (KOIN)....	P	**240**	120	**144**	72	**96**	48
San Francisco (KSFO)	P	**340**	170	**204**	102	**136**	68
Seattle & Tacoma (KIRO-KVI)......	P	**225**	113	**135**	68	**90**	45
Spokane (KFPY)....	P	**175**	88	**105**	53	**70**	35
Group Total......		**$1630**	817	**978**	491	**652**	326

SUPPLEMENTARY PACIFIC COAST STATION

Sacramento (KROY).	P	**$75**	38	**45**	23	**30**	15
Beverly Hills (KMPC)..........	P	**200**	100	**120**	60	**80**	40

HAWAIIAN GROUP

Honolulu-Hilo (KGMB-KHBC)...	H*	**$220**	195	**140**	125	**100**	90

* 2½ hours earlier than Pacific Standard Time

PORTO RICAN STATION

San Juan (WKAQ)...	A*	**$195**	140	**125**	90	**90**	65

* 1 hour later than E.S.T.

† Observes Daylight Saving.

MUTUAL BROADCASTING SYSTEM: EXECUTIVES and RATES

441 North Michigan Ave., Chicago, Ill.
Phone: Superior 0100

1440 Broadway, New York City
Phone: Pennsylvania 6-9600

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BRANCHES

Hollywood—Don Lee Studios, 5515 Melrose Ave., Hollywood 8111
Boston—21 Brookline Ave., Commonwealth 0800
Detroit—Union Guardian Bldg., Cadillac 7200
San Francisco—1000 Van Ness Ave., Prospect 0100
Cincinnati—Hotel Alms, Locust & Victory Parkway, Woodburn 0550
Cleveland—Terminal Tower, Prospect 5800
England—Underdowns, Chaldon Way, Coulsdon, Surrey

BASIC NETWORK STATIONS

(*Rates in Effect January* 1, 1941)

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	**$200.00**	$100.00	**$190.00**	$95.00	**$165.00**	$82.50
Chicago (WGN)	**675.00**	384.75	**675.00**	384.75	**637.50**	364.50
*Cincinnati (WKRC)	**180.00**	112.50	**160.00**	100.00	**140.00**	87.50
Cleveland (WCLE)	**323.00**	78.40	**306.00**	74.25	**289.00**	70.15
Detroit-Windsor (CKLW)	**304.00**	152.00	**288.00**	144.00	**272.00**	136.00
Newark (WOR)	**1,045.00**	585.00	**1,045.00**	585.00	**935.00**	525.00
Don Lee Complete Network[1]	**1,443.75**	783.75	**1,361.25**	742.50	**1,278.75**	701.25
[1] Don Lee Complete Calif. (Nos. 1 & 2)	**918.75**	498.75	**866.25**	472.50	**813.75**	446.25
No. 1 South California	**542.50**	294.50	**511.50**	279.00	**480.50**	263.50
No. 2 North California	**437.50**	237.50	**412.50**	225.00	**387.50**	212.50
No. 3 Complete Northwest	**525.00**	285.00	**495.00**	270.00	**465.00**	255.00

HALF-HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	**$120.00**	$60.00	**$114.00**	$57.00	**$99.00**	$49.50
Chicago (WGN)	**427.50**	238.88	**427.50**	238.88	**405.00**	226.63
*Cincinnati (WKRC)	**108.00**	67.50	**96.00**	60.00	**84.00**	52.50
Cleveland (WCLE)	**193.80**	47.05	**183.60**	44.55	**173.40**	42.10
Detroit-Windsor (CKLW)	**190.00**	95.00	**180.00**	90.00	**170.00**	85.00
Newark (WOR)	**643.50**	360.00	**643.50**	360.00	**577.50**	324.00
Don Lee Complete Network[1]	**915.75**	482.63	**866.25**	457.88	**816.75**	433.13
[1] Don Lee Complete Calif. (Nos. 1 & 2)	**582.75**	307.13	**551.25**	291.38	**519.75**	275.63
No. 1 South California	**344.10**	181.35	**325.50**	172.05	**306.90**	162.75
No. 2 North California	**277.50**	146.25	**262.50**	138.75	**247.50**	131.25
No. 3 Complete Northwest	**333.00**	175.50	**315.00**	166.50	**297.00**	157.50

QUARTER-HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	**$80.00**	$40.00	**$76.00**	$38.00	**$66.00**	$33.00
Chicago (WGN)	**292.50**	160.88	**292.50**	160.88	**277.50**	152.63
*Cincinnati (WKRC)	**72.00**	45.00	**64.00**	40.00	**56.00**	35.00
Cleveland (WCLE)	**129.20**	31.35	**122.40**	29.70	**115.60**	28.05
Detroit-Windsor (CKLW)	**118.75**	59.35	**112.50**	56.25	**106.25**	53.10
Newark (WOR)	**440.00**	240.00	**440.00**	240.00	**396.00**	216.00
Don Lee Complete Network[1]	**627.00**	321.75	**594.00**	305.25	**561.00**	288.75
[1] Don Lee Complete Calif. (Nos. 1 & 2)	**399.00**	204.75	**378.00**	194.25	**357.00**	183.75
No. 1 South California	**235.60**	120.90	**223.20**	114.70	**210.80**	108.50
No. 2 North California	**190.00**	97.50	**180.00**	92.50	**170.00**	87.50
No. 3 Complete Northwest	**228.00**	117.00	**216.00**	111.00	**204.00**	105.00

MUTUAL BASIC RATES BY PERIODS

TWO QUARTER-HOURS

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	**$152.00**	$76.00	**$148.00**	$74.00	**$128.00**	$64.00
Chicago (WGN)	**555.00**	313.50	**555.00**	313.50	**525.00**	297.00
*Cincinnati (WKRC)	**128.00**	80.00	**112.00**	70.00	**96.00**	60.00
Cleveland (WCLE)	**244.80**	59.40	**231.20**	56.10	**231.20**	56.10
Cleveland (WHK, eve.)						
Detroit-Windsor (CKLW)	**225.00**	112.50	**212.50**	106.20	**200.00**	100.00
Newark (WOR)	**858.00**	480.00	**858.00**	480.00	**770.00**	432.00
Don Lee Complete Network	**1,188.00**	627.00	**1,122.00**	594.00	**1,056.00**	561.00
Don Lee Complete Calif. (Nos. 1 & 2)	**756.00**	399.00	**714.00**	378.00	**672.00**	357.00

THREE QUARTER-HOURS

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	**$228.00**	$114.00	**$222.00**	$111.00	**$186.00**	$93.00
Chicago (WGN)	**726.75**	399.00	**707.63**	388.50	**688.50**	378.00
*Cincinnati (WKRC)	**192.00**	120.00	**168.00**	105.00	**144.00**	90.00
Cleveland (WCLE)	**367.20**	89.10	**346.80**	84.15	**326.40**	79.20
Cleveland (WHK, eve.)						
Detroit-Windsor (CKLW)	**302.81**	151.34	**270.94**	135.41	**255.00**	127.44
Newark (WOR)	**1,254.00**	702.00	**1,254.00**	702.00	**1,122.00**	630.00
Don Lee Complete Network	**1,715.00**	915.75	**1,617.00**	866.25	**1,519.00**	816.75
Don Lee Complete Calif. (Nos. 1 & 2)	**1,071.00**	582.75	**1,008.00**	551.25	**945.00**	519.75

FIVE QUARTER-HOURS

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	**$370.00**	$185.00	**$360.00**	$180.00	**$300.00**	$150.00
Chicago (WGN)	**1,211.25**	665.00	**1,179.38**	647.50	**1,147.50**	630.00
*Cincinnati (WKRC)	**280.00**	175.00	**240.00**	150.00	**200.00**	125.00
Cleveland (WCLE)	**578.00**	140.25	**578.00**	140.25	**510.00**	123.75
Cleveland (WHK, eve.)						
Detroit-Windsor (CKLW)	**504.69**	252.23	**451.56**	225.68	**425.00**	212.40
Newark (WOR)	**1,980.00**	1,140.00	**1,980.00**	1,140.00	**1,760.00**	1,020.00
Don Lee Complete Network	**2,805.00**	1,443.75	**2,640.00**	1,361.25	**2,475.00**	1,278.75
Don Lee Complete Calif. (Nos. 1 & 2)	**1,785.00**	918.75	**1,680.00**	866.25	**1,575.00**	813.75

BASIC SUPPLEMENTARY STATIONS

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
Available Individually with Basics	N	D	N	D	N	D
Akron (WJW)	**$104.50**	$71.25	**$101.75**	$69.50	**$96.25**	$65.75
Albany (WABY)	**114.00**	57.00	**108.00**	54.00	**102.00**	51.00
*Ashland-Huntington (WCMI)	**71.25**	57.00	**67.50**	54.00	**63.75**	51.00
Atlanta (WATL)	**152.00**	76.00	**144.00**	72.00	**136.00**	68.00
Baltimore (WBAL)	**380.00**	190.00	**360.00**	180.00	**340.00**	170.00
Binghamton (WNBF)	**125.00**	75.00	**118.75**	71.25	**112.50**	67.50
Buffalo (WGR-WKBW)[1]	**285.00**	106.88	**270.00**	101.25	**255.00**	95.63
Canton (WHBC)	**95.00**	57.00	**90.00**	54.00	**85.00**	51.00
Cedar Rapids (WMT)[1]	**190.00**	95.00	**180.00**	90.00	**153.00**	76.50
Charlotte (WSOC)	**114.00**	71.25	**108.00**	67.50	**102.00**	63.75
Cheyenne (KYAN)	**57.00**	42.75	**54.00**	40.50	**51.00**	38.25
Coffeyville (KGGF)	**71.25**	42.75	**67.50**	40.50	**63.75**	38.25
Columbus (WHKC)[1 2]	**61.75**	41.20	**58.50**	39.00	**55.25**	36.85
Danville (WBTM)	**57.00**	57.00	**54.00**	54.00	**51.00**	51.00
Decatur (WMSL)	**31.50**	31.50	**29.75**	29.75	**28.00**	28.00
Denver (KFEL)	**114.00**	85.50	**108.00**	81.00	**102.00**	76.50
Des Moines (KSO)[1]	**152.00**	53.20	**144.00**	50.40	**122.40**	42.84
Duluth-Superior (WEBC)	**141.07**	85.50	**133.65**	81.00	**126.22**	76.50
†Duluth-Superior (WDSM)	**57.00**	28.50	**54.00**	27.00	**51.00**	25.50
‡Easton (WEST)	**82.50**	57.50	**80.00**	55.00	**75.00**	50.00
Elmira (WENY)	**66.50**	47.50	**63.00**	45.00	**59.50**	42.50
#Emporia (KTSW)	**47.50**	47.50	**45.00**	45.00	**42.50**	42.50
Gadsden (WJBY)	**60.00**	36.00	**57.00**	34.20	**54.00**	32.40
Grand Junction (KFXJ)	**39.00**	39.00	**38.00**	38.00	**37.00**	37.00
Grand Rapids (WLAV)	**80.00**	52.00	**75.00**	48.75	**60.00**	39.00
#Great Bend (KVGB)	**40.00**	40.00	**37.50**	37.50	**35.00**	35.00
Greenville (WMRC)	**57.00**	57.00	**54.00**	54.00	**51.00**	51.00
Greeley, (KFKA)	**66.50**	66.50	**63.00**	63.00	**59.50**	59.50
Hagerstown (WJEJ)	**85.00**	56.00	**80.00**	52.00	**75.00**	48.00
‡Harrisburg (WKBO)	**120.00**	80.00	**115.00**	75.00	**105.00**	65.00
‡Hazleton (WAZL)	**82.50**	57.50	**80.00**	55.00	**75.00**	50.00
Indianapolis (WIRE)	**253.00**	132.00	**247.00**	128.00	**234.00**	122.00
Jackson (WTJS)	**47.50**	38.00	**45.00**	36.00	**42.50**	34.00
Jefferson City (KWOS)	**57.00**	34.00	**54.00**	30.00	**51.00**	28.00
#Kansas City (KITE)[2]	**142.50**	114.00	**135.00**	108.00	**127.50**	102.00
‡Lancaster (WGAL)	**95.00**	65.00	**90.00**	62.50	**80.00**	52.50
*Lexington (WLAP)	**95.00**	71.25	**90.00**	67.50	**85.00**	63.75
Lincoln (KFOR)	**70.30**	42.75	**66.60**	40.50	**62.90**	38.25
*Louisville (WGRC)	**115.00**	70.00	**110.00**	65.00	**90.00**	55.00
Lynchburg (WLVA)	**57.00**	57.00	**54.00**	54.00	**51.00**	51.00
Macon (WBML)	**76.00**	57.00	**72.00**	54.00	**68.00**	51.00
Memphis (WMPS)	**133.00**	83.13	**126.00**	78.75	**119.00**	74.38
†Minneapolis-St. Paul (WLOL)	**166.00**	61.75	**157.50**	58.50	**140.00**	52.00
*Nashville (WSIX)	**118.75**	71.25	**112.50**	67.50	**106.25**	63.75
Newport News–Norfolk (WGH)	**71.25**	47.50	**67.50**	45.00	**63.75**	42.50
Ogden (KLO)[3]	**142.50**	71.25	**135.00**	67.50	**127.50**	63.75
Omaha (KOIL)	**213.75**	85.50	**202.50**	81.00	**191.25**	76.50
Philadelphia (WFIL)	**313.50**	190.00	**297.00**	180.00	**252.45**	153.00
Pittsburgh (WCAE)	**451.25**	225.63	**427.50**	213.75	**403.75**	201.88
Raleigh (WRAL)	**68.40**	42.75	**64.80**	40.50	**61.20**	38.25
Richmond (WRVA)	**332.50**	166.25	**315.00**	157.50	**297.50**	148.75
Roanoke (WSLS)	**57.00**	57.00	**54.00**	54.00	**51.00**	51.00
Rochester (WSAY)	**152.00**	85.50	**144.00**	81.00	**136.00**	76.50
Rockford (WROK)[1]	**100.00**	70.00	**90.00**	65.00	**85.00**	60.00
Rock Island (WHBF)	**123.50**	61.50	**117.00**	59.50	**110.50**	55.00
St. Louis (KWK)	**275.00**	160.00	**261.25**	152.00	**247.50**	144.00
#Salina (KSAL)[1]	**47.50**	47.50	**45.00**	45.00	**42.50**	42.50
Salisbury (WSTP)	**54.63**	47.50	**51.75**	45.00	**48.88**	42.50
Scranton (WARM)	**85.00**	45.00	**72.25**	42.75	**72.25**	42.75
Shenandoah (KMA)[1]	**123.50**	76.00	**117.00**	72.00	**110.50**	68.00
Steubenville (WSTV)	**76.00**	52.25	**72.00**	49.50	**68.00**	46.75
Washington (WOL)	**162.00**	85.50	**153.00**	81.00	**144.00**	76.50
West Point, Ga. (WDAK)	**64.00**	42.75	**60.75**	40.50	**57.25**	38.25
#Wichita (KFBI)[1]	**190.00**	95.00	**180.00**	90.00	**170.00**	85.00
Wilkes-Barre (WBAX)	**71.49**	46.08	**67.73**	43.65	**63.96**	41.23
‡Wilmington (WILM)	**95.00**	65.00	**90.00**	62.50	**80.00**	52.50
Winston-Salem (WAIR)[1 2]	**66.50**	66.50	**63.00**	63.00	**59.50**	59.50
‡York (WORK)	**120.00**	80.00	**115.00**	75.00	**105.00**	65.00

[1] Stations thus marked have other rates between 9:00 A.M.-5:00 P.M.
[2] Operates to Local Sunset.
[3] Also available in combination with KOVO, Provo, Utah and KEUB, Price, Utah.

NOTE: On Jan. 12, 1941, Mutual added three Arkansas stations—KGHI, Little Rock; KOTN, Pine Bluff; KWFC, Hot Springs. On Jan. 13 WABY, Albany, was added; on Jan. 15, WPAY, Portsmouth, O.

BASIC SUPPLEMENTARY STATIONS

HALF-HOUR RATES

Available Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Akron (WJW)	**$57.00**	$38.00	**$55.50**	$37.00	**$52.50**	$35.00
Albany (WABY)	**68.40**	34.20	**64.80**	32.40	**61.20**	30.60
*Ashland-Huntington (WCMI)	**40.85**	30.88	**38.70**	29.25	**36.55**	27.63
Atlanta (WATL)	**91.20**	45.60	**86.40**	43.20	**81.60**	40.80
Baltimore (WBAL)	**228.00**	114.00	**216.00**	108.00	**204.00**	102.00
Binghamton (WNBF)	**75.00**	45.00	**71.25**	42.75	**67.50**	40.50
Buffalo (WGR-WKBW)[1]	**171.00**	64.13	**162.00**	60.75	**153.00**	57.38
Canton (WHBC)	**57.00**	34.20	**54.00**	32.40	**51.00**	30.60
Cedar Rapids (WMT)[1]	**95.00**	57.00	**90.00**	54.00	**76.50**	45.90
Charlotte (WSOC)	**73.15**	42.75	**69.30**	40.50	**65.45**	38.25
Cheyenne (KYAN)	**33.25**	24.94	**31.50**	23.63	**29.75**	22.32
Coffeyville (KGGF)	**38.00**	23.75	**36.00**	22.50	**34.00**	21.25
Columbus (WHKC)[1] [2]	**37.05**	24.70	**35.10**	23.40	**33.15**	22.10
Danville (WBTM)	**34.20**	34.20	**32.40**	32.40	**30.60**	30.60
Decatur (WMSL)	**16.20**	16.20	**15.30**	15.30	**14.40**	14.40
Denver (KFEL)	**66.50**	49.88	**63.00**	47.25	**59.50**	44.63
Des Moines (KSO)[1]	**76.00**	31.92	**72.00**	30.24	**61.20**	25.70
Duluth-Superior (WEBC)	**76.95**	51.30	**72.90**	48.60	**68.85**	45.90
†Duluth-Superior (WDSM)	**33.25**	16.60	**31.50**	15.75	**29.75**	14.85
‡Easton (WEST)	**52.50**	37.50	**50.00**	35.00	**45.00**	32.50
Elmira (WENY)	**39.90**	28.50	**37.80**	27.00	**35.70**	25.50
#Emporia (KTSW)	**28.50**	28.50	**27.00**	27.00	**25.50**	25.50
Gadsden (WJBY)	**35.00**	21.00	**33.25**	19.95	**31.50**	18.90
Grand Junction (KFXJ)	**19.50**	19.50	**19.00**	19.00	**18.50**	18.50
Grand Rapids (WLAV)	**48.00**	32.00	**45.00**	30.00	**36.00**	24.00
#Great Bend (KVGB)	**27.50**	27.50	**25.00**	25.00	**20.00**	20.00
Greenville (WMRC)	**34.20**	34.20	**32.40**	32.40	**30.60**	30.60
Greeley (KFKA)	**39.90**	39.90	**37.80**	37.80	**35.70**	35.70
Hagerstown (WJEJ)	**57.00**	37.50	**54.00**	35.00	**51.00**	32.50
‡Harrisburg (WKBO)	**72.50**	52.50	**70.00**	50.00	**65.00**	47.50
‡Hazelton (WAZL)	**52.50**	37.50	**50.00**	35.00	**45.00**	32.50
Indianapolis (WIRE)	**141.00**	73.00	**138.00**	71.00	**130.00**	67.00
Jackson (WTJS)	**33.25**	23.75	**31.50**	22.50	**29.75**	21.25
Jefferson City (KWOS)	**33.25**	21.25	**31.50**	18.75	**29.75**	17.50
#Kansas City (KITE)[2]	**85.50**	68.40	**81.00**	64.80	**76.50**	61.20
‡Lancaster (WGAL)	**62.50**	42.50	**60.00**	40.00	**55.00**	35.00
*Lexington (WLAP)	**55.10**	42.75	**52.20**	40.50	**49.30**	38.25
Lincoln (KFOR)	**36.58**	26.60	**34.65**	25.20	**32.73**	23.80
*Louisville (WGRC)	**67.00**	42.00	**64.00**	39.00	**58.00**	33.00
Lynchburg (WLVA)	**34.20**	34.20	**32.40**	32.40	**30.60**	30.60
Macon (WBML)	**47.50**	34.20	**45.00**	32.40	**42.50**	30.60
Memphis (WMPS)	**79.80**	49.88	**75.60**	47.25	**71.40**	44.63
†Minneapolis-St. Paul (WLOL)	**100.00**	38.00	**95.00**	36.00	**84.50**	32.00
*Nashville (WSIX)	**71.25**	47.50	**67.50**	45.00	**63.75**	42.50
Newport News–Norfolk (WGH)	**42.75**	28.50	**40.50**	27.00	**38.25**	25.50
Ogden (KLO)[3]	**85.50**	42.75	**81.00**	40.50	**76.50**	38.25
Omaha (KOIL)	**112.10**	53.44	**106.20**	50.63	**100.30**	47.81
Philadelphia (WFIL)	**190.00**	114.00	**180.00**	108.00	**153.00**	91.80
Pittsburgh (WCAE)	**285.00**	142.50	**270.00**	135.00	**255.00**	127.50
Raleigh (WRAL)	**42.75**	28.50	**40.50**	27.00	**38.25**	25.50
Richmond (WRVA)	**199.50**	99.75	**189.00**	94.50	**178.50**	89.25
Roanoke (WSLS)	**34.20**	34.20	**32.40**	32.40	**30.60**	30.60
Rochester (WSAY)	**85.50**	53.20	**81.00**	50.40	**76.50**	47.60
Rockford (WROK)[1]	**60.00**	45.00	**55.00**	42.50	**52.00**	40.00
Rock Island (WHBF)	**74.00**	37.00	**70.00**	35.00	**66.00**	33.00
St. Louis (KWK)	**165.00**	90.00	**156.75**	85.50	**148.50**	81.00
#Salina (KSAL)[1]	**28.50**	28.50	**27.00**	27.00	**25.50**	25.50
Salisbury (WSTP)	**30.88**	26.60	**29.25**	25.20	**27.63**	23.80
Scranton (WARM)	**51.00**	27.00	**48.45**	25.65	**48.45**	25.65
Shenandoah (KMA)[1]	**71.25**	42.75	**67.50**	40.50	**63.75**	38.75
Steubenville (WSTV)	**45.60**	31.35	**43.20**	29.70	**40.80**	28.05
Washington (WOL)	**102.60**	52.65	**97.20**	49.95	**91.80**	47.25
West Point, Ga. (WDAK)	**38.50**	25.50	**36.50**	24.00	**34.50**	22.50
#Wichita (KFBI)[1]	**114.00**	57.00	**108.00**	54.00	**102.00**	51.00
Wilkes-Barre (WBAX)	**49.88**	31.59	**47.25**	29.93	**44.63**	28.26
‡Wilmington (WILM)	**62.50**	42.50	**60.00**	40.00	**55.00**	35.00
Winston-Salem (WAIR)[1] [2]	**38.00**	38.00	**36.00**	36.00	**34.00**	34.00
‡York (WORK)	**72.50**	52.50	**70.00**	50.00	**65.00**	47.50

BASIC SUPPLEMENTARY STATIONS

QUARTER-HOUR RATES

Available Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Akron (WJW)	**$38.00**	$23.75	**$37.00**	$23.25	**$35.00**	$22.00
Albany (WABY)	**45.60**	22.80	**43.20**	21.60	**40.80**	20.40
*Ashland-Huntington (WCMI)	**25.18**	18.05	**23.85**	17.10	**22.53**	16.15
Atlanta (WATL)	**57.00**	28.50	**54.00**	27.00	**51.00**	25.50
Baltimore (WBAL)	**142.50**	71.25	**135.00**	67.50	**127.50**	63.75
Binghamton (WNBF)	**50.00**	30.00	**47.50**	28.50	**45.00**	27.00
Buffalo (WGR-WKBW)[1]	**114.00**	42.75	**108.00**	40.50	**102.00**	38.25
Canton (WHBC)	**38.00**	22.80	**36.00**	21.60	**34.00**	20.40
Cedar Rapids (WMT)[1]	**57.00**	38.00	**54.00**	36.00	**45.90**	30.60
Charlotte (WSOC)	**45.60**	28.50	**43.20**	27.00	**40.80**	25.50
Cheyenne (KYAN)	**19.00**	14.25	**18.00**	13.50	**17.00**	12.75
Coffeyville (KGGF)	**23.75**	14.25	**22.50**	13.50	**21.25**	12.75
Columbus (WHKC)[1] [2]	**24.70**	16.50	**23.40**	15.60	**22.10**	14.75
Danville (WBTM)	**22.80**	22.80	**21.60**	21.60	**20.40**	20.40
Decatur (WMSL)	**9.00**	9.00	**8.50**	8.50	**8.00**	8.00
Denver (KFEL)	**38.00**	28.50	**36.00**	27.00	**34.00**	25.50
Des Moines (KSO)[1]	**38.00**	21.28	**36.00**	20.16	**30.60**	17.14
Duluth-Superior (WEBC)	**42.75**	29.92	**40.50**	28.35	**38.25**	26.77
†Duluth-Superior (WDSM)	**19.00**	9.50	**18.00**	9.00	**17.00**	8.50
‡Easton (WEST)	**32.50**	25.00	**30.00**	22.50	**27.50**	20.00
Elmira (WENY)	**26.60**	19.00	**25.20**	18.00	**23.80**	17.00
#Emporia (KTSW)	**19.00**	19.00	**18.00**	18.00	**17.00**	17.00
Gadsden (WJBY)	**20.00**	12.00	**19.00**	11.40	**18.00**	10.80
Grand Junction (KFXJ)	**9.75**	9.75	**9.50**	9.50	**9.25**	9.25
Grand Rapids (WLAV)	**34.00**	22.50	**32.00**	20.00	**24.00**	15.00
#Great Bend (KVGB)	**15.00**	15.00	**13.50**	13.50	**12.00**	12.00
Greenville (WMRC)	**19.00**	19.00	**18.00**	18.00	**17.00**	17.00
Greeley (KFKA)	**26.60**	26.60	**25.20**	25.20	**23.80**	23.80
Hagerstown (WJEJ)	**37.50**	25.00	**35.00**	23.50	**32.50**	22.00
‡Harrisburg (WKBO)	**45.00**	32.50	**42.50**	30.00	**40.00**	27.50
‡Hazleton (WAZL)	**32.50**	25.00	**30.00**	22.50	**27.50**	20.00
Indianapolis (WIRE)	**83.00**	47.00	**81.00**	46.00	**77.00**	43.00
Jackson (WTJS)	**16.63**	11.87	**15.75**	11.25	**14.89**	10.63
Jefferson City (KWOS)	**19.00**	12.75	**18.00**	11.25	**17.00**	10.00
#Kansas City (KITE)[2]	**47.50**	38.00	**45.00**	36.00	**42.50**	34.00
‡Lancaster (WGAL)	**37.50**	27.50	**35.00**	25.00	**32.50**	22.50
*Lexington (WLAP)	**33.25**	23.75	**31.50**	22.50	**29.75**	21.25
Lincoln (KFOR)	**20.90**	17.10	**19.80**	16.20	**18.70**	15.30
*Louisville (WGRC)	**38.00**	23.00	**36.00**	21.00	**32.00**	17.00
Lynchburg (WLVA)	**22.80**	22.80	**21.60**	21.60	**20.40**	20.40
Macon (WBML)	**26.60**	19.00	**25.20**	18.00	**23.80**	17.00
Memphis (WMPS)	**53.20**	33.25	**50.40**	31.50	**47.60**	29.75
†Minneapolis-St. Paul (WLOL)	**61.75**	25.00	**58.50**	23.40	**52.00**	20.80
*Nashville (WSIX)	**47.50**	23.75	**45.00**	22.50	**42.50**	21.25
Newport News–Norfolk (WGH)	**28.50**	19.00	**27.00**	18.00	**25.50**	17.00
Ogden (KLO)[3]	**51.30**	25.65	**48.60**	24.30	**45.90**	22.95
Omaha (KOIL)	**64.60**	34.20	**61.20**	32.40	**57.80**	30.60
Philadelphia (WFIL)	**114.00**	68.40	**108.00**	64.80	**91.80**	55.08
Pittsburgh (WCAE)	**180.50**	90.25	**171.00**	85.50	**161.50**	80.75
Raleigh (WRAL)	**25.65**	19.00	**24.30**	18.00	**22.95**	17.00
Richmond (WRVA)	**133.00**	66.50	**126.00**	63.00	**119.00**	59.50
Roanoke (WSLS)	**22.80**	22.80	**21.60**	21.60	**20.40**	20.40
Rochester (WSAY)	**57.00**	28.50	**54.00**	27.00	**51.00**	25.50
Rockford (WROK)[1]	**38.00**	28.00	**36.00**	27.00	**34.00**	25.00
Rock Island (WHBF)	**49.50**	24.50	**47.00**	23.00	**44.00**	22.00
St. Louis (KWK)	**110.00**	50.00	**104.50**	47.50	**99.00**	45.00
#Salina (KSAL)[1]	**17.10**	17.10	**16.20**	16.20	**15.30**	15.30
Salisbury (WSTP)	**16.63**	14.25	**15.75**	13.50	**14.88**	12.75
Scranton (WARM)	**31.00**	16.20	**29.45**	15.39	**29.45**	15.39
Shenandoah (KMA)[1]	**42.75**	23.75	**40.50**	22.50	**38.75**	21.25
Steubenville (WSTV)	**30.40**	20.90	**28.80**	19.80	**27.20**	18.70
Washington (WOL)	**70.20**	36.00	**66.60**	34.20	**63.00**	32.40
West Point, Ga. (WDAK)	**21.50**	14.25	**20.25**	13.50	**19.25**	12.75
#Wichita (KFBI)[1]	**76.00**	38.00	**72.00**	36.00	**68.00**	34.00
Wilkes-Barre (WBAX)	**34.20**	21.14	**32.40**	20.03	**30.60**	18.91
‡Wilmington (WILM)	**37.50**	27.50	**35.00**	25.00	**32.50**	22.50
Winston-Salem (WAIR)[1] [2]	**19.00**	19.00	**18.00**	18.00	**17.00**	17.00
‡York (WORK)	**45.00**	32.50	**42.50**	30.00	**40.00**	27.50

[1] Stations thus marked have other rates between 9:00 A.M.-5:00 P.M.

[2] Operates to Local Sunset.

[3] Also available in combination with KOVO, Provo, Utah and KEUB, Price, Utah (See Standatd Rate & Data).

DON LEE NETWORK

No. 1

SOUTH CALIFORNIA

Bakersfield	KPMC
El Centro	KXO
Los Angeles	KHJ
San Bernardino	KFXM
San Diego	KGB
San Luis Obispo	KVEC
Santa Ana	KVOE
Santa Barbara	KDB

No. 2

NORTH CALIFORNIA

Chico	KHSL
Eureka	KIEM
Marysville	KMYC
*Merced	KYOS
Monterey	KDON
Redding	KVCV
San Francisco	KFRC
Visalia	KTKC

No. 3

PACIFIC NORTHWEST

Eugene, Ore.	KORE
Klamath Falls, Ore.	KFJI
Marshfield, Ore.	KOOS
Portland, Ore.	KALE
Roseburg, Ore.	KRNR
Aberdeen, Wash.	KXRO
Bellingham, Wash.	KVOS
Centralia-Chehalis, Wash	KELA
Everett, Wash.	KRKO
Longview, Wash.	KWLK
Olympia, Wash.	KGY
Seattle, Wash.	KOL
Tacoma, Wash.	KMO
Wenatchee, Wash.	KPQ
Yakima, Wash.	KIT

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* Operates Daytime Only.

No. 4

OKLAHOMA NETWORK

Ada	KADA
Enid	KCRC
Muskogee	KBIX
Oklahoma City	KTOK
Shawnee	KGFF
Tulsa	KOME

[Continued on Page 302]

- A good market of 500,000
- First in number of Louisville sponsors
- A trained staff of 36
- Modest rates

WGRC

MUTUAL FOR LOUISVILLE

Steve Cisler
Manager

Burn-Smith, Inc.
Representatives

MUTUAL BROADCASTING SYSTEM: EXECUTIVES and RATES

[Continued from Page 301]

NORTHEAST (Colonial) STATIONS

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Augusta (WRDO)	$60.00	$30.00	$57.00	$28.50	$49.50	$24.75
Bangor (WLBZ)	120.00	60.00	114.00	57.00	99.00	49.50
Bridgeport (WICC)	160.00	80.00	152.00	76.00	132.00	66.00
Fall River (WSAR)	120.00	60.00	114.00	57.00	99.00	49.50
Greenfield (WHAI)	60.00	30.00	57.00	28.50	49.50	24.75
Hartford (WTHT)	100.00	50.00	95.00	47.50	82.50	41.25
Laconia (WLNH)	60.00	30.00	57.00	28.50	49.50	24.75
Lewiston-Auburn (WCOU)	60.00	30.00	57.00	28.50	49.50	24.75
Lowell-Lawrence (WLLH)	120.00	60.00	114.00	57.00	99.00	49.50
Manchester (WFEA)	100.00	50.00	95.00	47.50	82.50	41.25
New Bedford (WNBH)	100.00	50.00	95.00	47.50	82.50	41.25
New Haven (WELI)	100.00	50.00	95.00	47.50	82.50	41.25
New London (WNLC)	80.00	40.00	76.00	38.00	66.00	33.00
Pittsfield (WBRK)	100.00	50.00	95.00	47.50	82.50	41.25
Providence (WEAN)	200.00	100.00	190.00	95.00	165.00	82.50
Rutland (WSYB)	60.00	30.00	57.00	28.50	49.50	24.75
Springfield (WSPR)	120.00	60.00	114.00	57.00	99.00	49.50
Waterbury (WATR)	100.00	50.00	95.00	47.50	82.50	41.25
Colonial Network, including Boston (WAAB)	2,020.00	1,010.00	1,919.00	959.50	1,666.50	833.25

HALF-HOUR RATES

Augusta (WRDO)	$36.00	$18.00	$34.20	$17.10	$29.70	$14.85
Bangor (WLBZ)	72.00	36.00	68.40	34.20	59.40	29.70
Bridgeport (WICC)	96.00	48.00	91.20	45.60	79.20	39.60
Fall River (WSAR)	72.00	36.00	68.40	34.20	59.40	29.70
Greenfield (WHAI)	36.00	18.00	34.20	17.10	29.70	14.85
Hartford (WTHT)	60.00	30.00	57.00	28.50	49.50	24.75
Laconia (WLNH)	36.00	18.00	34.20	17.10	29.70	14.85
Lewiston-Auburn (WCOU)	36.00	18.00	34.20	17.10	29.70	14.85
Lowell-Lawrence (WLLH)	72.00	36.00	68.40	34.20	59.40	29.70
Manchester (WFEA)	60.00	30.00	57.00	28.50	49.50	24.75
New Bedford (WNBH)	60.00	30.00	57.00	28.50	49.50	24.75
New Haven (WELI)	60.00	30.00	57.00	28.50	49.50	24.75
New London (WNLC)	48.00	24.00	45.60	22.80	39.60	19.80
Pittsfield (WBRK)	60.00	30.00	57.00	28.50	49.50	24.75
Providence (WEAN)	120.00	60.00	114.00	57.00	99.00	49.50
Rutland (WSYB)	36.00	18.00	34.20	17.10	29.70	14.85
Springfield (WSPR)	72.00	36.00	68.40	34.20	59.40	29.70
Waterbury (WATR)	60.00	30.00	57.00	28.50	49.50	24.75
Colonial Network, including Boston (WAAB)	1,212.00	606.00	1,151.40	575.70	999.90	499.95

QUARTER-HOUR RATES

Augusta (WRDO)	$24.00	$12.00	$22.80	$11.40	$19.80	$9.90
Bangor (WLBZ)	48.00	24.00	45.60	22.80	39.60	19.80
Bridgeport (WICC)	64.00	32.00	60.80	30.40	52.80	26.40
Fall River (WSAR)	48.00	24.00	45.60	22.80	39.60	19.80
Greenfield (WHAI)	24.00	12.00	22.80	11.40	19.80	9.90
Hartford (WTHT)	40.00	20.00	38.00	19.00	33.00	16.50
Laconia (WLNH)	24.00	12.00	22.80	11.40	19.80	9.90
Lewiston-Auburn (WCOU)	24.00	12.00	22.80	11.40	19.80	9.90
Lowell-Lawrence (WLLH)	48.00	24.00	45.60	22.80	39.60	19.80
Manchester (WFEA)	40.00	20.00	38.00	19.00	33.00	16.50
New Bedford (WNBH)	40.00	20.00	38.00	19.00	33.00	16.50
New Haven (WELI)	40.00	20.00	38.00	19.00	33.00	16.50
New London (WNLC)	32.00	16.00	30.40	15.20	26.40	13.20
Pittsfield (WBRK)	40.00	20.00	38.00	19.00	33.00	16.50
Providence (WEAN)	80.00	40.00	76.00	38.00	66.00	33.00
Rutland (WSYB)	24.00	12.00	22.80	11.40	19.80	9.90
Springfield (WSPR)	48.00	24.00	45.60	22.80	39.60	19.80
Waterbury (WATR)	40.00	20.00	38.00	19.00	33.00	16.50
Colonial Network, including Boston (WAAB)	808.00	404.00	767.60	383.80	666.60	333.30

HAWAIIAN STATIONS

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Honolulu-Hilo (KGMB-KHBC)	$192.50	$185.25	$181.50	$175.50	$170.50	$165.75

HALF-HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$129.50	$121.88	$122.50	$115.63	$115.50	$109.38

QUARTER-HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$97.50	$95.00	$92.50	$90.00	$87.50	$85.00

Ketchikan, Alaska (KGBU) also available.

‡Mason-Dixon Radio Group
♯Kansas State Network
†North Central Broadcasting System, Inc.
*Southern Network
} See Listings for Group Rates in Standard Rate and Data.

NORTHCENTRAL GROUP

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
†Aberdeen (KABR)[1]	$90.00	$49.50	$80.00	$44.00	$70.00	$38.50
†Albert Lea (KATE)	79.80	45.00	75.60	43.20	71.40	40.80
†Bismarck-Mandan (KGCU)	47.50	47.50	45.00	45.00	40.00	40.00
†Devils Lake (KDLR)	47.50	47.50	45.00	45.00	42.50	42.50
†Fergus Falls (KGDE)[1]	47.50	38.00	45.00	36.00	40.00	32.00
†Jamestown (KRMC)[1]	57.00	38.00	54.00	36.00	51.00	31.00
†Minot (KLPM)[1]	75.00	37.50	71.25	35.63	67.50	33.75
†Moorhead-Fargo (KVOX)[1]	76.50	54.00	68.75	48.75	58.75	41.50
†Winona (KWNO)	71.25	47.50	67.50	45.00	63.75	42.50

HALF-HOUR RATES

†Aberdeen (KABR)[1]	$54.00	$29.70	$48.00	$26.40	$42.00	$23.10
†Albert Lea (KATE)	47.78	27.36	45.36	25.92	42.84	24.48
†Bismarck-Mandan (KGCU)	26.13	26.13	24.75	24.75	22.00	22.00
†Devils Lake (KDLR)	28.50	28.50	27.00	27.00	25.50	25.50
†Fergus Falls (KGDE)[1]	23.75	19.00	22.50	18.00	20.00	16.00
†Jamestown (KRMC)[1]	38.00	23.75	36.00	22.50	34.00	21.25
†Minot (KLPM)[1]	45.00	22.50	42.75	21.38	40.50	20.25
†Moorhead-Fargo (KVOX)[1]	45.75	32.50	41.00	29.50	35.00	24.75
†Winona (KWNO)	42.75	28.50	40.50	27.00	38.25	25.50

QUARTER-HOUR RATES

†Aberdeen (KABR)[1]	$36.00	$19.80	$32.00	$17.60	$2[illegible]	$15.40
†Albert Lea (KATE)	31.92	18.24	30.24	17.28	28.56	16.32
†Bismarck-Mandan (KGCU)	14.25	14.25	13.50	13.50	12.00	12.00
†Devils Lake (KDLR)	16.62	16.62	15.75	15.75	14.87	14.87
†Fergus Falls (KGDE)[1]	11.88	9.50	11.25	9.00	10.00	8.00
†Jamestown (KRMC)[1]	23.75	14.25	22.50	13.50	21.25	12.75
†Minot (KLPM)[1]	30.00	15.00	28.50	14.25	27.00	13.50
†Moorhead-Fargo (KVOX)[1]	30.75	21.50	27.75	19.50	23.50	16.75
†Winona (KWNO)	25.50	17.00	24.00	16.00	22.50	15.00

WLOL, Minneapolis-St. Paul and WDSM, Duluth-Superior also included in Northcentral group rate.

[1] Stations thus marked have other rates between 9:00 A.M.-5:00 P.M.

SOUTHWEST GROUP

HOUR RATES

Oklahoma Network (4)	$418.00	$209.00	$396.00	$198.00	$374.00	$187.00
Abilene (KRBC)	47.50	47.50	45.00	45.00	42.50	42.50
Amarillo (KFDA)	71.25	42.75	67.50	40.50	63.75	38.25
Austin (KNOW)	57.00	28.50	54.00	27.00	51.00	25.50
Big Spring (KBST)	42.75	38.00	40.50	36.00	38.25	34.00
Corpus Christi (KRIS)	114.00	57.00	108.00	54.00	102.00	51.00
Dallas (WRR)	110.00	90.00	100.00	80.00	90.00	70.00
Fort Worth (KFJZ)	118.75	61.75	112.50	58.50	106.25	55.25
Houston (KXYZ)	190.00	95.00	180.00	90.00	170.00	85.00
Port Arthur-Beaumont (KPAC)	104.50	52.25	99.00	49.50	93.50	46.75
San Angelo (KGKL)	47.50	47.50	45.00	45.00	42.50	42.50
San Antonio (KABC)	85.50	42.75	81.00	40.50	76.50	38.25
Sherman (KRRV)	51.25	33.29	49.10	31.89	46.25	30.04
Temple (KTEM)	42.75	42.75	40.50	40.50	38.25	38.25
Texarkana (KCMC)	47.50	47.50	45.00	45.00	42.50	42.50
Waco (WACO)	57.00	28.50	54.00	27.00	51.00	25.50
Weslaco (KRGV)	95.00	47.50	90.00	45.00	85.00	42.50

HALF-HOUR RATES

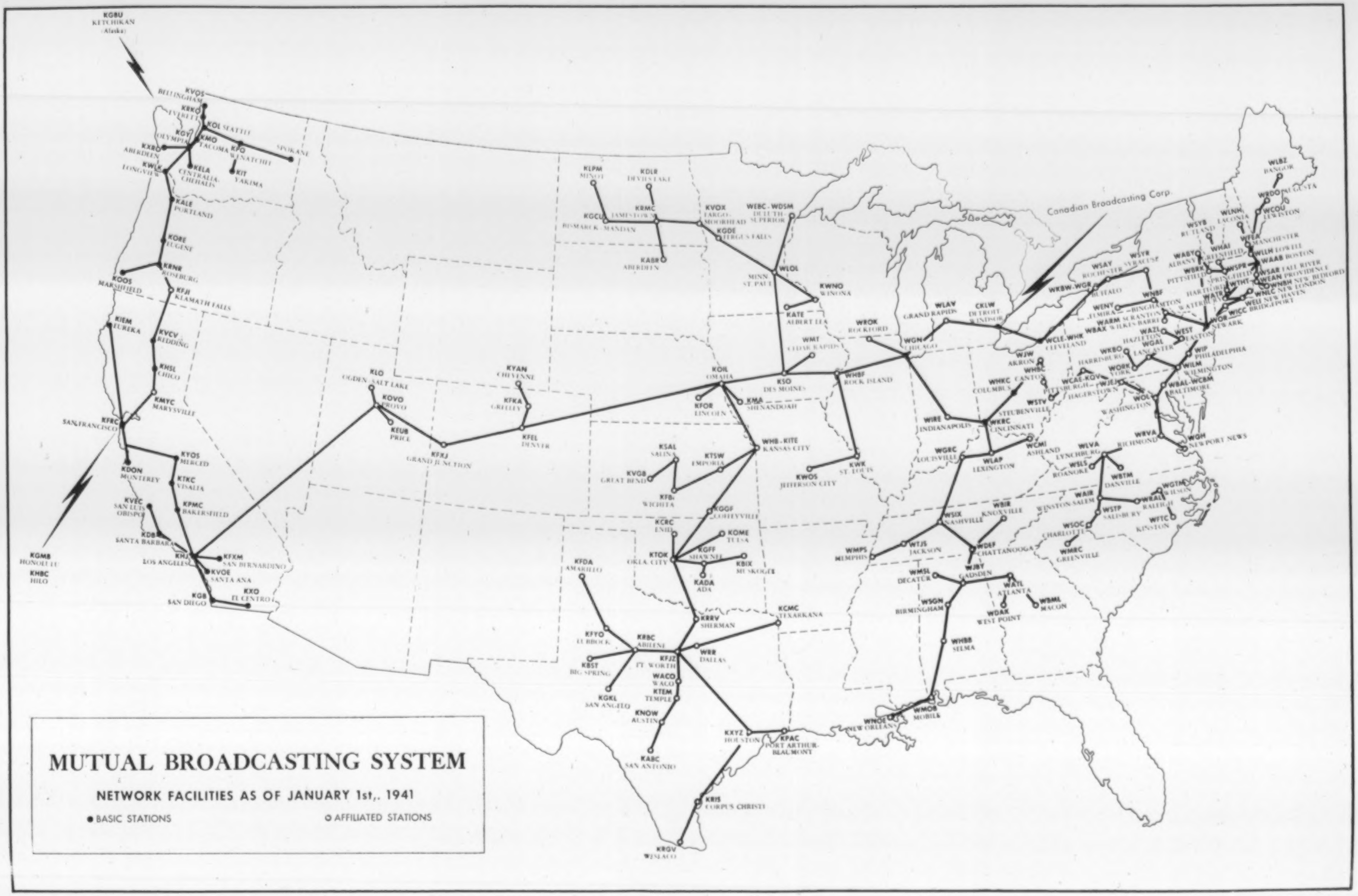
Oklahoma Network (4)	$250.80	$125.40	$237.60	$118.80	$224.40	$112.20
Abilene (KRBC)	27.08	27.08	25.65	25.65	24.23	24.23
Amarillo (KFDA)	42.75	25.65	40.50	24.30	38.25	22.95
Austin (KNOW)	36.10	18.05	34.20	17.10	32.30	16.15
Big Spring (KBST)	23.75	21.38	22.50	20.25	21.25	19.13
Corpus Christi (KRIS)	68.40	34.20	64.80	32.40	61.20	30.60
Dallas (WRR)	60.00	50.00	55.00	45.00	50.00	40.00
Fort Worth (KFJZ)	71.25	35.62	67.50	33.75	63.75	31.87
Houston (KXYZ)	114.00	57.00	108.00	54.00	102.00	51.00
Port Arthur-Beaumont (KPAC)	62.70	31.35	59.40	29.70	56.10	28.05
San Angelo (KGKL)	27.08	27.08	25.65	25.65	24.23	24.23
San Antonio (KABC)	54.15	26.60	51.30	25.20	48.45	23.80
Sherman (KRRV)	32.00	20.80	30.40	19.76	28.90	18.77
Temple (KTEM)	23.75	23.75	22.50	22.50	21.25	21.25
Texarkana (KCMC)	25.65	25.65	24.30	24.30	22.95	22.95
Waco (WACO)	38.00	19.00	36.00	18.00	34.00	17.00
Weslaco (KRGV)	60.80	30.40	57.60	28.80	54.40	27.20

QUARTER-HOUR RATES

Oklahoma Network (4)	$167.20	$83.60	$158.40	$79.20	$149.60	$74.80
Abilene (KRBC)	16.63	16.63	15.75	15.75	14.88	14.88
Amarillo (KFDA)	28.50	17.10	27.00	16.20	25.50	15.30
Austin (KNOW)	20.90	10.45	19.80	9.90	18.70	9.35
Big Spring (KBST)	14.25	12.83	13.50	12.15	12.75	11.48
Corpus Christi (KRIS)	45.60	22.80	43.20	21.60	40.80	20.40
Dallas (WRR)	35.00	25.00	30.00	22.50	25.00	20.00
Fort Worth (KFJZ)	42.75	23.75	40.50	22.50	38.25	21.25
Houston (KXYZ)	76.00	38.00	72.00	36.00	68.00	34.00
Port Arthur-Beaumont (KPAC)	38.00	19.00	36.00	18.00	34.00	17.00
San Angelo (KGKL)	16.63	16.63	15.75	15.75	14.88	14.88
San Antonio (KABC)	34.20	17.10	32.40	16.20	30.60	15.30
Sherman (KRRV)	20.00	13.00	19.05	12.35	18.10	11.73
Temple (KTEM)	14.25	14.25	13.50	13.50	12.75	12.75
Texarkana (KCMC)	15.20	15.20	14.40	14.40	13.60	13.60
Waco (WACO)	20.90	10.45	19.80	9.90	18.70	9.35
Weslaco (KRGV)	38.00	19.00	36.00	18.00	34.00	17.00

Map of the Mutual Broadcasting System Networks

(As of January 1, 1941)


KGBU KETCHIKAN (Alaska)
KVOS BELLINGHAM
KRKO EVERETT
KOL SEATTLE
KGY OLYMPIA
KMO TACOMA
KPQ WENATCHEE
SPOKANE
KXRO ABERDEEN
KWLK LONGVIEW
KELA CENTRALIA-CHEHALIS
KIT YAKIMA
KALE PORTLAND
KORE EUGENE
KRNR ROSEBURG
KOOS MARSHFIELD
KFJI KLAMATH FALLS
KIEM EUREKA
KVCV REDDING
KHSL CHICO
KMYC MARYSVILLE
KFRC SAN FRANCISCO
KYOS MERCED
KDON MONTEREY
KTKC VISALIA
KVEC SAN LUIS OBISPO
KPMC BAKERSFIELD
KDB SANTA BARBARA
KHJ LOS ANGELES
KFXM SAN BERNARDINO
KVOE SANTA ANA
KGB SAN DIEGO
KXO EL CENTRO
KGMB HONOLULU
KHBC HILO
KLO OGDEN-SALT LAKE
KOVO PROVO
KEUB PRICE
KFXJ GRAND JUNCTION
KYAN CHEYENNE
KFKA GREELEY
KFEL DENVER
KLPM MINOT
KDLR DEVILS LAKE
KRMC JAMESTOWN
KGCU BISMARCK-MANDAN
KABR ABERDEEN
KVOX FARGO-MOORHEAD
KGDE FERGUS FALLS
WEBC-WDSM DULUTH-SUPERIOR
WLOL MINN ST. PAUL
KWNO WINONA
KATE ALBERT LEA
WMT CEDAR RAPIDS
KOIL OMAHA
KFOR LINCOLN
KMA SHENANDOAH
KSO DES MOINES
WHBF ROCK ISLAND
WROK ROCKFORD
WHB-KITE KANSAS CITY
KSAL SALINA
KTSW EMPORIA
KVGB GREAT BEND
KFBI WICHITA
KGGF COFFEYVILLE
KWOS JEFFERSON CITY
KWK ST. LOUIS
KCRC ENID
KOME TULSA
KTOK OKLA. CITY
KGFF SHAWNEE
KBIX MUSKOGEE
KADA ADA
KFDA AMARILLO
KCMC TEXARKANA
KRRV SHERMAN
KFYO LUBBOCK
KRBC ABILENE
WRR DALLAS
KFJZ FT. WORTH
KBST BIG SPRING
WACO WACO
KTEM TEMPLE
KGKL SAN ANGELO
KNOW AUSTIN
KXYZ HOUSTON
KPAC PORT ARTHUR-BEAUMONT
KABC SAN ANTONIO
KRIS CORPUS CHRISTI
KRGV WESLACO
WGN CHICAGO
WLAV GRAND RAPIDS
CKLW DETROIT-WINDSOR
WCLE-WHK CLEVELAND
WKBW-WGR BUFFALO
Canadian Broadcasting Corp.
WJW AKRON
WHBC CANTON
WHKC COLUMBUS
WSTV STEUBENVILLE
WIRE INDIANAPOLIS
WKRC CINCINNATI
WGRC LOUISVILLE
WLAP LEXINGTON
WCMI ASHLAND
WMPS MEMPHIS
WTJS JACKSON
WSIX NASHVILLE
WBIR KNOXVILLE
WDEF CHATTANOOGA
WJBY GADSDEN
WMSL DECATUR
WSGN BIRMINGHAM
WATL ATLANTA
WDAK WEST POINT
WBML MACON
WHBB SELMA
WMOB MOBILE
WNOE NEW ORLEANS
WSAY ROCHESTER
WSYR SYRACUSE
WNBF BINGHAMTON
WENY ELMIRA
WARM SCRANTON
WBAX WILKES-BARRE
WAZL HAZLETON
WEST EASTON
WGAL LANCASTER
WKBO HARRISBURG
WORK YORK
WCAE-KQV PITTSBURGH
WJEJ HAGERSTOWN
WOL WASHINGTON
WBAL-WCBM BALTIMORE
WILM WILMINGTON
WIP PHILADELPHIA
WOR NEWARK
WICC BRIDGEPORT
WELI NEW HAVEN
WNLC NEW LONDON
WATR WATERBURY
WTHT HARTFORD
WSPR SPRINGFIELD
WBRK PITTSFIELD
WABY ALBANY
WHAI GREENFIELD
WSYB RUTLAND
WLNH LACONIA
WFEA MANCHESTER
WLLH LOWELL
WAAB BOSTON
WSAR FALL RIVER
WEAN PROVIDENCE
WNBH NEW BEDFORD
WCOU LEWISTON
WRDO AUGUSTA
WLBZ BANGOR
WRVA RICHMOND
WGH NEWPORT NEWS
WLVA LYNCHBURG
WSLS ROANOKE
WBTM DANVILLE
WAIR WINSTON-SALEM
WSTP SALISBURY
WRAL RALEIGH
WGTM WILSON
WFTC KINSTON
WSOC CHARLOTTE
WMRC GREENVILLE
MUTUAL BROADCASTING SYSTEM
NETWORK FACILITIES AS OF JANUARY 1st,. 1941
● BASIC STATIONS
○ AFFILIATED STATIONS

CANADIAN BROADCASTING CORPORATION: EXECUTIVES and BRANCHES

BOARD OF GOVERNORS

Rene Morin, N. P., Montreal, Que., *Chairman*
N. L. Nathanson, Toronto, Ont., *Vice-Chairman*
Canon W. Eastland Fuller, Halifax, N. S.
J. Wilfred Godfrey, K. C., Halifax, N. S.
Prof. Adrien Pouliot, Laval University, Quebec, Que.
Brig. Gen. Victor Odlum, Vancouver, B. C.
Mrs. Nellie McClung, Victoria, B. C.
Rev. J. S. Thomson, M.A., D.D., Saskatoon, Sask.

HEAD OFFICE

W. E. Gladstone Murray, Victoria Bldg., Ottawa, Canada, *General Manager*
Dr. Augustin Frigon, Keefer Bldg., Montreal, Que., *Asst. General Manager*
Donald Manson, Victoria Bldg., Ottawa, Canada, *Chief Executive Assistant*
Harry Baldwin, Victoria Bldg., Ottawa, Canada, *Treasurer*
W. R. Mortimer, Montreal, Canada, *Asst. to Treasurer*
R. P. Landry, Victoria Bldg., Ottawa, Canada, *Secretary*
H. Bramah, Ottawa, Canada, *Accountant*
M. Gaboury, Montreal, Canada, *Welfare Officer*

NATIONAL PROGRAMME OFFICE

55 York Street, Toronto

E. L. Bushnell, *General Programme Supervisor*
George A. Taggart, *Asst. General Programme Supervisor*
Charles Jennings, *Supervisor of Programme Planning*
E. W. Jackson, *Supervisor of Traffic*
C. R. Delafield, *Office Manager*
J. A. Leetham, *Central Registry*
J. Cole, *Treasurer's Cashier*
R. Lucas, *Supervisor of Drama*
T. W. Baker, *Supervisor of Programme Clearance*
R. T. Bowman, *Supervisor of Actuality Broadcasts*
H. W. Morrison, *Supervisor of Talks*
W. H. Brodie, *Supervisor of Broadcast Language*
J. Frank Willis, *Supervisor of Feature Programmes*
J. W. Shugg, *Supervisor of Farm Broadcasts*
D. C. McArthur, *Chief News Editor*
H. E. S. Hamilton, *Technical Liaison Officer*

PRESS AND INFORMATION DEPARTMENT

55 York Street, Toronto

E. A. Weir, *Supervisor*
S. A. Blangsted, *Assistant to Supervisor*

ENGINEERING DEPARTMENT

Keefer Building, Montreal

G. W. Olive, *Chief Engineer*
J. A. Ouimet, *General Supervising Engineer*
H. M. Smith, *Design and Construction Engineer*
W. G. Richardson, *Transmission and Development Engineer*
K. A. McKinnon, *Transmission and Development Engineer*
H. F. Chevrier, *Coverage Statistics*
D. G. McKinstry, *Architect*
C. E. Stiles, *Purchasing Agent*

STATION RELATIONS DEPARTMENT

55 York Street, Toronto

J. R. Radford, *Supervisor*
D. M. Neill, *Asst. to Supervisor*
A. B. M. Bell, *Regulations and Policy*
C. Maclin, *Statistics of Programme Distribution*

COMMERCIAL DEPARTMENT

55 York Street, Toronto

E. A. Weir, *Commercial Manager*
W. E. Powell, *Asst. Commercial Manager*
Edgar Stone, *Supervisor of Sales and Promotion*
A. Barr, *Costing and Service*
T. Odell, *Supervisor of Subsidiary Hookups*
A. Dickson, *Network and Spot Booking Clerk*

1231 St. Catherine Street W., Montreal

J. A. Dupont, *Commercial Manager—Quebec Division*
Miss H. Butler, *Asst. to Commercial Manager*

REGIONAL OFFICES

MARITIME REGION—Nova Scotian Hotel, Halifax, N. S.

George Young, *Regional Representative*
W. J. O'Reilly, *Asst. to Regional Representative*
J. A. Carlisle, *Regional Engineer, also in charge Station CBA, Sackville, N. B.*
L. A. Canning, *Halifax Studios—Chief Engineer*

QUEBEC REGION—Studios 1231 St. Catherine Street, W. Montreal

J. M. Beaudet, *Regional Programme Director*
G. Arthur, *Asst. to Regional Programme Director*
A. Goudrault, *Manager CBM and CBF*
L. Houle, *Press and Information Representative*
G. E. Sarault, *Regional Engineer*
E. D. Roberts, *Chief Operator, Montreal Studios*
L. L'Allier, *Engineer in charge CBF transmitter, Vercheres, P.Q.*
A. Seguin, *Manager Station CBV, Quebec, P. Q.*
C. Frenette, *Chief Operator Quebec Studios*
J. E. Pelland, *Chief Operator CBV transmitter*
V. Fortin, *Manager Station CBJ, Chicoutimi, P. Q.*

ONTARIO REGION—805 Davenport Road, Toronto

D. Claringbull, *Regional Representative and Manager Stations CBL-CBY*
W. C. Little (55 York St.), *Regional Engineer*
W. A. Reid, *Chief Operator, Toronto Studios*
Miss H. Ball, *Assistant to Press and Information Representative*
R. H. Gluns, *Regional Programme Compiler*
W. A. Shane, *Engineer in charge CBL transmitter,* Hornby, Ont.
W. Anderson, *Manager Station CBO, (Chateau Laurier Hotel, Ottawa, Canada)*
E. C. Stewart, *Chief Operator—Ottawa*
E. C. Finlay, *Chief Operator—Short Wave Receiving Station, Ottawa*
S. Howker, *Chief Operator, CBO Transmitter, Ottawa*

PRAIRIE REGION, (Manitoba, Saskatchewan and Alberta)

300 Manitoba Telephone Building, Winnipeg, Manitoba

J. Kannawin, *Acting Regional Representative*
C. E. L'Ami, *Press and Information Representative*
R. D. Cahoon, *Chief Engineer, also in charge of Station CBK Watrous, Sask.*

BRITISH COLUMBIA REGION—Vancouver Hotel, Vancouver, B. C.

I. Dilworth, *Regional Representative*
N. R. Olding, *Regional Engineer*
F. B. C. Hilton, *Chief Operator—Vancouver Studios*
A. Staniforth, *Chief Operator—CBR transmitter*
W. J. Herbert, *Press and Information Representative*

A LISTENING HABIT SINCE 1922

Why Canada's Busiest Station?

The Slogan of CKAC for many years has been—"Canada's Busiest Station"! You will find ten good reasons for this slogan in the panel to the right. It will pay you to check these reasons carefully.

RADIO STATION

CKAC

COLUMBIA BROADCASTING SYSTEM

LA PRESSE, MONTREAL

Representative — Canada and United States
Joseph H. McGillvra

1—Has more National and Local Advertisers.
2—Carries the cream of the CBS network sustaining and commercial programs.
3—Has the production facilities and talent in its own French Radio Center.
4—Has the largest record library of any single station in Canada.
5—Subscribes to the excellent World and Lang Worth transcription services.
6—Has a highly trained staff of sixty-three regular employees contained in many departments.
7—Has special Radio Page in *La Presse* (largest French Daily in America) commercial and sustaining programs favored with special publicity and photographs; a selling feature few American stations can boast.
8—Service facilities also include — New RCA 5000-Watt transmitter, five recently completed air-conditioned Johns Manville studios — modern recording equipment.
9—CKAC—announcers, artists, actors, etc., are personalized on the air and in *La Presse*. There is no program too large for CKAC to tackle from the rough idea to the finished product.
10—Provincial network can be arranged.

Send for our leaflet on—"Tested program ideas for French Quebec"—from a spot announcement to an hour show

CBC

RADIO CANADA

NETWORK STATIONS

IN

SYDNEY
HALIFAX
CHARLOTTETOWN
SACKVILLE
MONCTON
SAINT JOHN
FREDERICTON
NEW CARLISLE
RIMOUSKI
CHICOUTIMI
QUEBEC
MONTREAL
OTTAWA
KINGSTON
TORONTO
SUDBURY
NORTH BAY
KIRKLAND LAKE
TIMMINS
FORT WILLIAM
WINNIPEG
BRANDON
REGINA
WATROUS
MOOSE JAW
SASKATOON
PRINCE ALBERT
EDMONTON
CALGARY
LETHBRIDGE
KAMLOOPS
KELOWNA
TRAIL
VANCOUVER

COVER CANADA

CANADIAN BROADCASTING CORPORATION

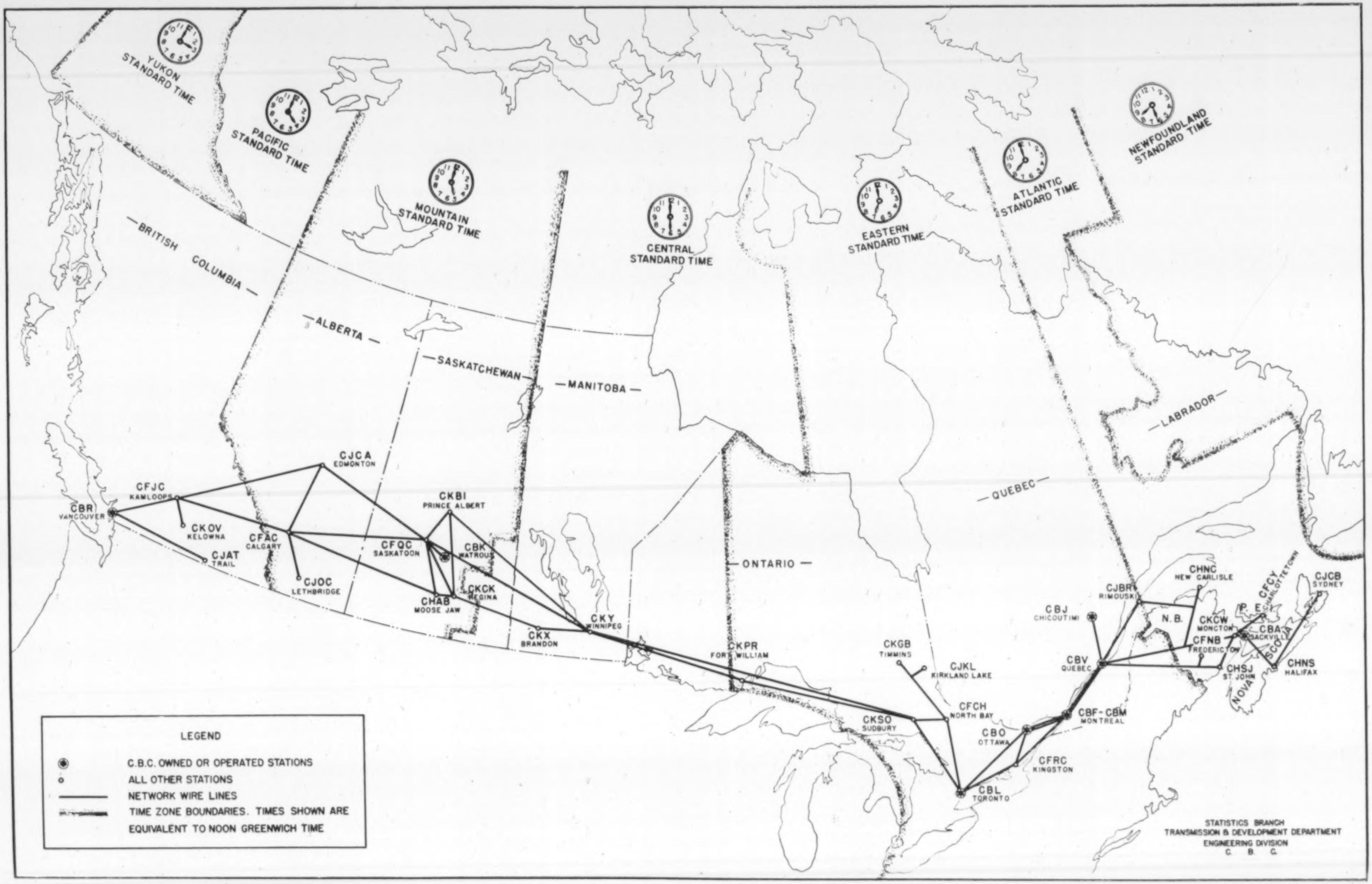
COMMERCIAL DEPARTMENT

55 York Street, Toronto

1231 St. Catherine St. W., Montreal

Map of Networks of Canadian Broadcasting Corporation

(As of January 1, 1941)


YUKON STANDARD TIME
PACIFIC STANDARD TIME
MOUNTAIN STANDARD TIME
CENTRAL STANDARD TIME
EASTERN STANDARD TIME
ATLANTIC STANDARD TIME
NEWFOUNDLAND STANDARD TIME
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
LABRADOR
N. B.
P. E. I.
NOVA SCOTIA
CBR VANCOUVER
CFJC KAMLOOPS
CKOV KELOWNA
CJAT TRAIL
CFAC CALGARY
CJCA EDMONTON
CJOC LETHBRIDGE
CFQC SASKATOON
CKBI PRINCE ALBERT
CBK WATROUS
CKCK REGINA
CHAB MOOSE JAW
CKX BRANDON
CKY WINNIPEG
CKPR FORT WILLIAM
CKSO SUDBURY
CKGB TIMMINS
CJKL KIRKLAND LAKE
CFCH NORTH BAY
CBL TORONTO
CBO OTTAWA
CFRC KINGSTON
CBF-CBM MONTREAL
CBV QUEBEC
CBJ CHICOUTIMI
CJBR RIMOUSKI
CHNC NEW CARLISLE
CKCW MONCTON
CFNB FREDERICTON
CHSJ ST. JOHN
CFCY CHARLOTTETOWN
CBA SACKVILLE
CHNS HALIFAX
CJCB SYDNEY
LEGEND
C.B.C. OWNED OR OPERATED STATIONS
ALL OTHER STATIONS
NETWORK WIRE LINES
TIME ZONE BOUNDARIES. TIMES SHOWN ARE EQUIVALENT TO NOON GREENWICH TIME
STATISTICS BRANCH
TRANSMISSION & DEVELOPMENT DEPARTMENT
ENGINEERING DIVISION
C. B. C.

CANADIAN BROADCASTING CORPORATION: RATES and AFFILIATES

National Programme Office: 55 York Street, Toronto, Ontario

CBC NETWORK RATES

(*In Effect Jan. 1, 1941*)

The individual rates shown apply when stations are used in conjunction with CBC national or regional networks.

STATION RATES ONLY

(See Section III for Wire Line Rates.)

Ia. Gross Rates 6.00 p.m. to 11.00 p.m. Local Time.

(Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rates.)

MARITIME REGIONAL NETWORK

(Atlantic Standard Time)

	1 Hr.	½ Hr.	¼ Hr.
Sydney (CJCB)	$45.00	$27.00	$18.00
Halifax (CHNS)	50.00	30.00	20.00
Charlottetown (CFCY)	45.00	27.00	18.00
Sackville (CBA)	*	*	*
Moncton (CKCW)	25.00	15.00	10.00
Saint John (CHSJ)	50.00	30.00	20.00
Fredericton (CFNB)	45.00	27.00	18.00
Total for Group	$260.00	$156.00	$104.00

* CBA must be included at temporary rate of $30.00.

QUEBEC REGIONAL NETWORK

(Eastern Standard Time)

New Carlisle (CHNC)	$45.00	$27.00	$18.00
Rimouski (CJBR)	50.00	30.00	20.00
Chicoutimi (CBJ)	25.00	15.00	10.00
Quebec (CBV)	70.00	42.00	28.00
Montreal (CBF-CBM) (See supplementary note)	325.00	195.00	130.00
Total for Group	$515.00	$309.00	$206.00

ONTARIO REGIONAL NETWORK

(Eastern Standard Time)

Ottawa (CBO)	$80.00	$48.00	$32.00
Kingston (CFRC)	25.00	15.00	10.00
Toronto (CBL)	300.00	180.00	120.00
Sudbury (CKSO)	50.00	30.00	20.00
North Bay (CFCH)	25.00	15.00	10.00
Kirkland Lake (CJKL)	40.00	24.00	16.00
Timmins (CKGB)	40.00	24.00	16.00
Fort William (CKPR)	45.00	27.00	18.00
Total for Group	$605.00	$363.00	$242.00

PRAIRIE REGIONAL NETWORK

(Central Standard Time)			
Winnipeg (CKY)	$120.00	$72.00	$48.00
Brandon (CKX)	33.00	20.00	13.00
(Mountain Standard Time)			
Regina (CKCK)	70.00	42.00	28.00
Watrous (CBK)	*	*	*
Moose Jaw (CHAB)	25.00	15.00	10.00
Saskatoon (CFQC)	60.00	36.00	24.00
Prince Albert (CKBI)	30.00	18.00	12.00
Edmonton (CJCA)	80.00	48.00	32.00
Calgary (CFAC)	80.00	48.00	32.00
Lethbridge (CJOC)	30.00	18.00	12.00
Total for Group	$528.00	$317.00	$211.00

* CBK must be included at temporary rate of $30.00.

BRITISH COLUMBIA REGIONAL NETWORK

(Pacific Standard Time)

Kamloops (CFJC)	$30.00	$18.00	$12.00
Kelowna (CKOV)	35.00	21.00	14.00
Trail (CJAT)	35.00	21.00	14.00
Vancouver (CBR)	120.00	72.00	48.00
Total for Group	220.00	132.00	88.00
Totals for National Service. (34 outlets)	$2.128.00	$1.277.00	$851.00

* (CBA and CBK additional.)

SUPPLEMENTARY NOTE

1. When only one Montreal station is included in Quebec Region the following rates apply:

CBF	$250.00	$150.00	$100.00
CBM	150.00	90.00	60.00

2. Announcements are made in French on programs transmitted from CBF (French outlet); no charge made to sponsor for translation of continuity. CBM—English Outlet.

3. Supplementary station rates available on application.

Ib. 60% Gross Rates apply after 11.00 p.m. and before 6.00 p.m. Local Time. (between 12.00 noon and 6.00 p.m. local time Sunday 75% of the gross rates apply.)

II. DISCOUNTS

a. Frequency discount on Gross Station Rates for number of periods under contract within 12 months.

Less than 13 times	Net
13 to 25	5%
26 to 51	10%
52 and over (Maximum allowed)	15%

b. Regional discount after frequency discount deducted applicable to contracts for 13 or more consecutive periods.

1 Region	5%
2 Regions	10%
3 Regions	15%
4 Regions	20%
5 Regions (The National Network)	25%

III. WIRE LINE RATES

a. Region	1 Hr.	¾ Hr.	½ Hr.	¼ Hr.
Maritime	$53	$50	$46	$38
Quebec	56	52	48	40
Ontario	89	82	75	62
Prairie	91	84	78	65
British Columbia	56	52	48	40
Total Line Cost	$345	$320	$295	$245

b. Above line rates apply when programs are supplied to the national network or to individual regions providing point of program pickup is within such region. A special line charge is made when point of program pickup does not conform to the above conditions, and where additional facilities are required.

c. Wire line costs listed, applicable to day or evening periods.

d. Wire line costs are net per occasion; subject to 15% agency commission only.

e. Wire line costs for periods longer than one hour available on application.

IV. COMMISSIONS AND CASH DISCOUNTS

a. Gross billing after deduction of percentage discounts, if any, on station rates and on net wire rates shall be subject to an advertising agency commission of 15%.

b. No commission on program charges.

c. No cash discounts—bills due and payable when rendered.

V. TERMS OF USE

a. No contract accepted for less than one occasion per week for thirteen consecutive weeks—except in cases of SPECIAL EVENTS.

b. Minimum period accepted is fifteen minutes. No periods are sold in bulk for re-sale.

c. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation.

d. Rates quoted herein Subject to Change Without Notice.

STATIONS TAKING CBC SUSTAINING SERVICE

City	Station	Kilocycles
Atlantic Standard Time		
Sydney, N. S.	CJCX	6010
Sydney, N. S.	CJCB*	1240
Halifax, N. S.	CHNS*	930
Halifax, N. S.	CHNX	6130
Yarmouth, N. S.	CJLS	1310
Charlottetown, P. E. I.	CFCY*	630
Summerside, P. E. I.	CHGS	1450
Sackville, N. B.	CBA*	1050
Moncton, N. B.	CKCW*	1370
Fredericton, N. B.	CFNB*	550
Saint John, N. B.	CHSJ*	1120
Eastern Standard Time		
Quebec, P. Q.	CKCV	1310
Sherbrooke, P. Q.	CHLT	1210
Montreal, P. Q.	CFCF	600
Montreal, P. Q.	CHLP	1120
Montreal, P. Q.	CBM*	960
Rouyn, P. Q.	CKRN	1370
Ottawa, Ont.	CBO*	880
Ottawa, Ont.	CKCO	1010
Kingston, Ont.	CFRC*	1510
Toronto, Ont.	CBL*	840
Toronto, Ont.	CBY	1420
Toronto, Ont.	CKCL	580
Hamilton, Ont.	CKOC	1120
Hamilton, Ont.	CHML	1010
St. Catharines, Ont.	CKTB	1200
London, Ont.	CFPL	730
Chatham, Ont.	CFCO	630
Windsor, Ont.	CKLW	1030
North Bay, Ont.	CFCH*	930
Kirkland Lake, Ont.	CJKL*	560
Timmins, Ont.	CKGB*	1440
Sudbury, Ont.	CKSO*	780
Fort William, Ont.	CKPR*	580
Sault Ste. Marie, Ont.	CJIC	1500
Kenora, Ont.	CKCA	1420
Central Standard Time		
Winnipeg, Man.	CKY*	910
Winnipeg, Man.	CJRC	630
Winnipeg, Man.	CJRO	6150
Winnipeg, Man.	CJRX	11720
Brandon, Man.	CKX*	1120
Yorkton, Sask.	CJGX	1430
Mountain Standard Time		
Watrous, Sask.	CBK*	540
Regina, Sask.	CKCK*	1010
Regina, Sask.	CJRM	950
Moose Jaw, Sask.	CHAB*	1200
Saskatoon, Sask.	CFQC*	600
Prince Albert, Sask.	CKBI*	1210
Calgary, Alta.	CFAC*	930
Calgary, Alta.	CJCJ	690
Calgary, Alta.	CFCN	1030
Edmonton, Alta.	CJCA*	730
Edmonton, Alta.	CFRN	960
Edmonton, Alta.	CKUA	580
Lethbridge, Alta.	CJOC*	1370
Pacific Standard Time		
Trail, B. C.	CJAT*	910
Kelowna, B. C.	CKOV*	630
Kamloops, B. C.	CFJC*	880
Nelson, B. C.	CKLN	1420
Chilliwack, B. C.	CHWK	780
Vancouver, B. C.	CBR*	1100
Vancouver, B. C.	CKWX	950
Vancouver, B. C.	CKMO	1410
Vancouver, B. C.	CJOR	600

FRENCH NETWORK STATIONS

Atlantic Standard Time		
New Carlisle, P. Q.	CHNC*	610
Eastern Standard Time		
Rimouski, P. Q.	CJBR*	1030
Chicoutimi, P. Q.	CBJ*	1120
Quebec, P. Q.	CBV*	950
Quebec, P. Q.	CHRC	580
Montreal, P. Q.	CBF*	910
Hull, P. Q.	CKCH	1210

NATIONAL NETWORK SUBDIVISIONS

EASTERN	Maritime Provinces, Quebec and Ontario Stations.
MARITIME	Nova Scotia, New Brunswick and Prince Edward Island Stations.
MIDEAST	Ontario and Quebec Stations.
WESTERN	Stations in Winnipeg and West.
CENTRAL	Stations in Central Time Zone.
MIDWEST	Manitoba, Saskatchewan and Alberta Stations.
MOUNTAIN	Stations in Mountain Time Zone.
PACIFIC	Stations in Pacific Zones.

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* Affiliated stations on Corporation Network. Certain hours are reserved by these stations for Corporation programs. With the other stations use of Corporation programs optional.

Daily listing show the stations to which programs are available. At points where more than one station uses Corporation programs the daily schedule will designate the station to which each program is available.

Stations whose call letters begin with "CB" are owned and operated by the Canadian Broadcasting Corporation.

ASK the CBC
ABOUT CANADA

Regional Networks and Group Operated Stations

(For rates and details, consult headquarters indicated)

ALABAMA NETWORK—Comprising WSGN, Birmingham; WSFA, Montgomery; WJBY, Gadsden; WMSL, Decatur; WJRD, Tuscaloosa; WHBB, Selma; Officers: Henry P. Johnston, WSGN, president; Bascom H. Hopson, WJBY, secretary-treasurer; Howard Pill, WSFA, vice-president. Represented nationally by Headley-Reed Co.

AMERICAN BROADCASTING Corp. (Bulova Group)—Comprising WOV, New York; WPEN, Philadelphia; WCOP, Boston; WORL, Boston; WELI, New Haven; WNBC, New Britain. General Manager: H. A. Lafount, 730 Fifth Ave., New York.

ARIZONA BROADCASTING Co. (ABC) NETWORK—Comprising KTAR, Phoenix; KVOA, Tucson; KYUM, Yuma; KGLU, Safford, as primary stations, with the following supplementary: KWJB, Globe; KCRJ, Jerome; KYCA, Prescott. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; K. M. Pennington, KTAR, promotion manager. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY, Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Fred A. Palmer, KOY; John Merino, KTUC; Carl Morris, KSUN.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro; WMC, Memphis, Tenn. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; Thomas Gavin, sales manager.

CALIFORNIA RADIO SYSTEM—Comprising KFWB, Hollywood; KYA, San Francisco; KQW, San Jose; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. President: Guy C. Hamilton, KFBK, General Manager: Howard Lane, KFBK. Represented nationally by Paul H. Raymer Co.

CAROLINA BROADCASTING SYSTEM—Comprising WRAL, Raleigh, N. C.; WGTM, Wilson, N. C.; WFTC, Kinston, N. C. Available as regional network or as adjunct of Mutual Broadcasting System. General Manager: Gillespie B. Murray, WRAL. Commercial Manager: S. C. Ondarcho, WRAL.

CBS OWNED AND OPERATED STATIONS—Owned: WABC, New York; WJSV, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis. *Leased*: WEEI, Boston. All members of CBS network; all represented nationally by Radio Sales Inc.

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha-Council Bluffs; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by Edward Petry & Co. Headquarters: KOIL. Director: Don Searle, KOIL.

COLONIAL NETWORK—Comprising WAAB, Boston; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WTHT, Hartford, Conn.; WATR, Waterbury, Conn.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WCOU, Lewiston, Me.; WSYB, Rutland, Vt. Available as a regional network and as adjunct of Mutual Broadcasting System. Available also with WOR and WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard 3d.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah, to which advertisers may add any stations on which the same time can be cleared and arrangements for pickup made in Peoria, Topeka, Omaha, Kansas City, Columbia, Mason City, Sioux City, Rochester, Dubuque or St. Joseph. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO. Sales manager: Hale Bondurant, WHO. National representative: Free & Peters Inc.

THE COWLES STATIONS (Including Iowa Broadcasting System)—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; WNAX, Yankton, S. D.-Sioux City, Ia. Available as a regional network. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president; John Cowles, vice-president; Sumner Quarton, vice-president; Craig Lawrence, commercial manager; Ted Enns, national sales manager.

DON LEE BROADCASTING SYSTEM—*Southern California*: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. *Northern California*: KFRC, San Francisco; KMYC, Marysville; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KTKC, Visalia; KYOS, Merced. *Northwest (Oregon)*: KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls; KORE, Eugene; KOOS, Marshfield. *Northwest (Washington)*: KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; Spokane by special arrangement. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles, or KFRC, San Francisco. Executive officers: Lewis Allen Weiss, vice-president and general manager; Wilbur Eickelberg, general sales manager.

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates and as a hookup. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., vice-president, secretary and treasurer. Represented nationally by International Radio Sales.

GEORGIA MAJOR MARKET TRIO—Not operated as network but offers joint rates, can be linked as network, rates on request. Comprises WGST, Atlanta; WTOC, Savannah; WMAZ, Macon. Represented nationally by the Katz Agency.

HEARST RADIO Inc.—Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York City; WISN, Milwaukee; KYA, San Francisco. Headquarters: 20 E. 57th St., New York City. President: C. B. McCabe. General Manager: E. M. Stoer. Represented nationally by International Radio Sales, New York.

INTERMOUNTAIN NETWORK—Operating as a regular network and also as a segment of MBS. Comprises KLO, Ogden-Salt Lake City; KOVO, Provo; KEUB, Price, all in Utah. President and Manager: Paul R. Heitmeyer, KLO. National Advertising Manager: S. N. Vratis. Office: 462 So. Main, Salt Lake City. Represented nationally by George Hollingbery Co.

KANSAS STATE NETWORK—Regional network comprising WHB, Kansas City; KTSW, Emporia; KGVB, Great Bend; KSAL, Salina; KFBI, Wichita. Also a unit of MBS. Officials: Donald D. Davis, WHB, sales manager; J. Nelson Rupard, WHB, program coordinator; Bryan P. Murphy, regional sales manager, 1012 Baltimore St., Kansas City. Represented nationally by William G. Rambeau Co.

In the World's Greatest Market

POWER plus EFFICIENCY

PRODUCES

SATISFACTORY RESULTS OVER

WOV-10,000 K.W.

730 Fifth Ave., New York City

LAKE SUPERIOR RADIO GROUP—Offering group contracts for spot schedules and special hookups, comprising WATW, Ashland, Wis.; WJMS, Ironwood, Mich.; WHDF, Calumet-Houghton, Mich. Officers: N. C. Ruddell, president; John W. Rice, secretary-treasurer. Headquarters: Ironwood, Mich. Represented nationally by Bogner & Martin.

LONE STAR CHAIN—Texas regional network comprisink KGKO, Fort Worth-Dallas; KGNC, Amarillo; KGRV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: KGKO, Fort Worth. Operating Committee: Harold Hough, KGKO, chairman; Tilford Jones, KXYZ-KRIS; O. L. Taylor, KTSA-KGNC-KRGV. Managing Director: James W. Pote.

MASON-DIXON RADIO GROUP—Regional network comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

McCLATCHY BROADCASTING COMPANY—Stations controlled by McClatchy newspaper interests (see California Radio System for network data): KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. Executive officers: Guy C. Hamilton, president; Howard Lane, manager.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit (key station); WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WKZO, Kalamazoo; WELL, Battle Creek; WOOD-WASH, Grand Rapids. Available as a regional network and also sold as a unit of NBC Blue Network. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and secretary; Harry Sutton Jr., commercial manager; Charles C. Hicks, advertising and sales promotion manager; James G. Riddell, traffic manager. Represented nationally by Paul H. Raymer Co.

MINNESOTA RADIO NETWORK—Comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud; WEAU, Eau Claire, Wis. Available as regional network or as unit of NBC Red and Blue networks. Headquarters: KSTP, Hotel St. Paul, St. Paul. Officials: Stanley E. Hubbard, president and general manager; Kenneth M. Hance, vice-president and treasurer. Ray C. Jenkins, sales manager.

NBC OWNED AND MANAGED STATIONS—*Owned*: WEAF and WJZ, New York; WRC, Washington; WMAQ and WENR, Chicago; WTAM, Cleveland; KPO, San Francisco. *Leased*: WMAL, Washington. Leased from *General Electric Co.*: KOA, Denver; KGO, San Francisco. All members of NBC networks; all represented nationally by NBC Local Sales.

NEW YORK BROADCASTING SYSTEM Inc.—Comprising WINS, New York City (with WHN or WMCA also available as originating stations at night); WKNY, Kingston; WABY, Albany; WTRY, Troy; WIBX, Utica; WOLF, Syracuse; WMBO, Auburn; WSAY, Rochester; WBNY, Buffalo; WJTN, Jamestown. Headquarters: 20 E. 57th St., New York City. Officials: E. M. Stoer, president; Cecil H. Hackett, managing director; Albert A. Grobe, manager. Represented nationally by International Radio Sales.

NORTH CENTRAL BROADCASTING SYSTEM Inc.—A regional network comprising WLOL, Minneapolis-St. Paul; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KABR, Aberdeen, S. D. Outlets in other regional cities available on order. Headquarters: Commodore Hotel, St. Paul. Officers: John W. Boler, president, secretary and general manager; Howard S. Johnson, vice-president; David C. Shepard II, treasurer.

NORTHLAND NETWORK—Regional hookup comprising WDGY, Minneapolis-St. Paul; WDSM, Superior-Duluth. Commercial and Program Manager: Wallace E. Stone, WDGY.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada. Available as a regional network. Headquarters: 1800 W. Main St., Oklahoma City. Officers: Ross Porter, KGFF, Shawnee, president; Tams Bixby Jr., KBIX, Muskogee, vice-president; Kenyon M. Douglass, KTOK, Oklahoma City, secretary-treasurer and managing director; Tom Johnson, commercial manager. Represented nationally by Arthur H. Hagg & Associates.

PACIFIC BROADCASTING Co.—Affiliated with Don Lee Broadcasting System. *Washington outlets*: KOL, Seattle; KMO, Tacoma; KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KPQ, Wenatchee; KWLK, Longview. *Oregon outlets*: KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KFJI, Klamath Falls. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WTBO, Cumberland, Md.; WSNJ, Bridgeton, N. J. Operates as network or split as desired. Other cities available on order. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SCRIPPS-HOWARD RADIO Inc.—Stations operated under Scripps-Howard control but not linked as network: WNOX, Knoxville, Tenn.; WCPO, Cincinnati; WMC, Memphis; WMPS, Memphis. Headquarters: 230 Park Ave., New York City. Officials: Jack R. Howard, 230 Park Ave., New York City, president; James C. Hanrahan, WMPS, executive vice-president; Richard B. Westergaard, WNOX, vice-president; Mortimer C. Watters, WCPO, vice-president.

SOUTHERN NETWORK—Comprising WKRC, Cincinnati; WSIX, Nashville; WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; WGRC, New Albany-Louisville. Available as hookup and as units of Mutual Broadcasting System in combinations stated on rate card available on request from any station.

SOUTH CENTRAL QUALITY NETWORK—Comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport; WJDX, Jackson, Miss.; WSMB, New Orleans. Special hookup of any or all available at combined national rates of each station; no line charges. Headquarters, each station.

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Regional network comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KFYO, Lubbock; KFDA, Amarillo; KVWC, Vernon; KRLH, Midland. Executive Officer: Elliott Roosevelt, president. Headquarters: 1201 W. Lancaster, Fort Worth.

TRI-CITY GROUP—Regional hookup of three Virginia stations: WSLS, Roanoke; WLVA, Lynchburg; WBTM, Danville. General Manager: Phillip P. Allen. Executive Offices: WLVA, Lynchburg.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president and general manager; Howard L. Chernoff, managing director. Represented nationally by the Branham Co.

WESTINGHOUSE RADIO STATIONS Inc.—Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. Not operated as network but directly supervised by this subsidiary of Westinghouse Electric & Manufacturing Co. Represented nationally by NBC Spot Sales. Headquarters: 1619 Walnut St., Philadelphia. Officials: Walter C. Evans, vice-president, in charge of radio; J. B. Rock, chief technical assistant; Lee Wailes, manager of Westinghouse stations; Griffith Thompson, general sales manager; George Harder, public relations director.

WISCONSIN BROADCASTING SYSTEM Inc.—Regional network comprising WEMP, Milwaukee; WRJN, Racine; WHBL, Sheboygan; WHBY, Appleton; KFIZ, Fond du Lac; WTAQ, Green Bay. Officers: Glenn D. Roberts, president; John Ernest Roe, vice-president; W. Wade Boardman, vice-president; C. J. Lanphier, secretary and manager. Headquarters: WEMP, Milwaukee. Represented nationally by Furgason & Walker.

YANKEE NETWORK—Comprising WNAC, Boston; WTIC, Hartford, Conn.; WEAN, Providence, R. I.; WTAG, Worcester, Mass.; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLLH, Lowell-Lawrence, Mass.; WSAR, Fall River, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WBRK, Pittsfield, Mass.; WNLC, New London, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WCOU, Lewiston, Me.; WHAI, Greenfield, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City (special lines). Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston, President: John Shepard 3rd.

Z-BAR NETWORK—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Managing Director: Ed Craney, KGIR.

CANADIAN GROUPS

CANADIAN BROADCASTING CORP. OWNED AND MANAGED STATIONS—*Owned*: CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CBY, Toronto; CBK, Watrous, Sask.; CBM, Montreal; CBR, Vancouver. Leased: CBJ, Chicoutimi, Que. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Grand Prairie—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

HOUDE GROUP—Comprising CHNC, New Carlisle, Que.; CKNB, Campbellton, N. B. Available as network only with Canadian Broadcasting Corp. permission. Headquarters: Either station. President: Dr. Charles H. Houde, New Carlisle, Que.

MANITOBA TELEPHONE OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Group discount on spot business. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by H. N. Stovin; in the United States by Joseph Hershey McGillvra. Headquarters: Telephone Bldg., Winnipeg. General Manager: W. H. Backhouse, Telephone Bldg., Winnipeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Or, Que. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Thomson Bldg., Timmins, Ont. President: Roy H. Thomson. General Manager: Jack Cooke.

TRANS-CANADA COMMUNICATIONS GROUP—Comprising CJRC, Winnipeg; CJRM and CKCK, Regina, Sask. Network available only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States, CJRC and CKCK by Weed and Co., CJRM by Joseph Hershey McGillvra. Headquarters: Any station.

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WAZL Hazleton, Penna.
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Policies and Standards of National Broadcasting Co.

[*Promulgated May, 1939*]

1. POLICIES APPLICABLE TO ALL PROGRAMS

THE PROGRAM policies of the National Broadcasting Co. were first published in January, 1934. As the experience of the company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonials are absolutely essential to the plot may they be used.

One of the most cherished heritages of every American is his inalienable right to worship God in his own way. Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

As every man has a right to his religious views, so has he a right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory of any race or nationality be used.

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.

5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the company to broadcast drama plots free of morbidity.

That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized.

This company, in rejecting, insofar as possible, dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted.

Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.

9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.

11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentations of locale of program as well as to all other matters.

12. Speakers must be recognized authorities on subjects they discuss.

13. When commentators or others engaged as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that NBC has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this company.

2. COMMERCIAL STANDARDS

A—PROCEDURE

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the company at least 48 hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The 48 hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.

2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the company.

The company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the company deems inconsistent with its standards.

The company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.

3. The company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to NBC at least one week before the broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.

5. Upon request by the company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.

6. NBC wishes to be of service in preventing unnecessary duplication of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.

7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.

The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.

9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the company reserves the right to reject such plans if found to be impossible or impracticable of execution.

B—PROGRAM CONTENTS

1. Announcement of sponsorship must be made on all commercial programs.

2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.

3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.

4. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided.

5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.

6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.

7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.

8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.

9. The advertiser must clear with the company before entering into agreements to publicize appeals for funds through his radio program.

10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is actually part of the formula of the program and is altogether understandable to the general public.

11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.

12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.

13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.

14. NBC announcers or other representatives of the company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance of the product may not be given in the first person singular by company members.

15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a 15-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than 15% of the period of a quarter-hour program, and less than ten per cent of longer program periods.

C—MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the company.

2. Due to the personal nature of the broadcast message, the company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.

3. No blanket statements purporting to reveal the opinion of the medical profession in relation to the product advertised may be made in any of the continuity or advertising of the product.

4. The company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.

5. The company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.

6. The words "safe" and "harmless" or words of similar meaning will not be accepted in medical copy.

7. The company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremediable, or for conditions in which self-medication presents a risk.

8. Claims to cure are unacceptable.

D—OFFERS

1. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.

2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.

3. It is desirable that announcement of the termination of an offer be

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made as far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. If consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a "gift" or as "absolutely free".

5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

> The fictitious character of the radio play may not be introduced into the commercial as follows: "By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school."

E—CONTESTS

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests only when they comply with the following regulations:

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.

2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.

3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.

4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.

5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.

6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.

7. Contest decision should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

3. POLICIES APPLICABLE TO CHILDREN'S PROGRAMS

Because of the obligation of the NBC to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children's programs be submitted at least three business days in advance of the broadcast.

All standards of the company apply to children's programs. Specifically, the following standards must be followed:

1. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.

2. All stories must reflect respect for law and order, adult authority, good morals and clean living.

> The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.

3. Adventure stories may be accepted subject to the following prohibitions:

> No torture or suggestion of torture.
>
> No horror—present or impending.
>
> No use of the supernatural or of superstition likely to arouse fear.
>
> No profanity or vulgarity.
>
> No kidnapping or threats of kidnapping.
>
> In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.
>
> Dramatic action should not be overaccentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

4. It is consistent that fair play and considerate behavior be reflected through the commercial copy as in the script itself. Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in the program.

5. The child is more credulous, as a general thing, than the adult. Therefore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises can be kept.

6. Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.

7. No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.

8. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition will be approved.

9. NBC must be given assurance that no premium offered over its facilities is harmful to person or property.

10. The forming of clubs is often introduced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to NBC at least ten business days before its introduction on the air.

4. POLICIES APPLICABLE TO NEWS PROGRAMS

All standards of the company apply to news programs. Specifically, the following standards must be followed:

1. All news shall be reported from an unbiased, non-partisan viewpoint.

2. News shall be treated factually and analytically, never sensationally.

3. News announcements involving crime or sex shall be avoided unless of national importance.

4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.

5. No suicide shall be reported, except in the case of a nationally known figure.

6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.

7. No libelous or slanderous news is permitted.

8. The news announcer shall not deliberately distort the news by any inflection of the voice.

9. Fictional events shall not be presented in the form of authentic news announcements.

10. No legal or medical advice is allowed in news broadcasts except when it is an essential part of legitimate news from official sources.

5. UNACCEPTABLE BUSINESS

The following classifications of products and services are unacceptable for broadcast over the facilities of the company.

Of course, many accounts offered the company may not fall into any of the classifications that are listed below. In such instances the company considers them individually and reserves the right to decide upon their suitability for broadcast advertising.

The following classifications of products and services are unacceptable for broadcast over the facilities of the company.

1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.

2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.

3. "Cures," and products claiming to cure.

4. Personal hygiene products, including body deodorants or products advertised for that purpose.

5. Reducing agents as well as foods and beverages designed solely to perform that function.

6. Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.

7. All forms of fortune-telling and any services which may be construed to belong in this general field.

8. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.

9. Alcoholic beverages may not be advertised on any network program.

10. Firearms and fireworks.

1940 Sponsors of International Shortwave Programs

(As reported by stations handling commercial programs)

WLWO, Cincinnati
Crosley Radio Corp.

Carter Products Inc., New York (Carter's Little Liver Pills)—Sponsored transcribed announcements, Aug. 6-Oct. 29, Mondays thru Fridays, 10:30 p.m. (Spanish); Mondays thru Fridays 7:45 p.m. (Portuguese). Agency: National Export Advertising Service, New York.

Firestone Tire & Rubber Export Co., Akron (tires)—Sponsors *La Voz de Firestone* (Portuguese), Nov. 4-Jan. 20, 1941, Mondays, 8:30-9 p.m. Placed direct.

International Cellucotton Products Inc., Chicago (Kleenex)—Sponsored Charlas Amenas, Sept. 25-Nov. 17, Sundays, Tuesdays and Thursdays, 9:15-9:30 p.m. Placed direct.

J. B. Williams Co., Glastonbury, Conn. (Williams Shaving Cream)—Sponsors *Noticerio de Buena Vecindad*, Mondays, Thursdays and Fridays, 10:15-10:30 p.m. Agency: J. Walter Thompson Co., New York.

Princess Pat Ltd., Chicago (cosmetics)—Sponsored Charlas Amenas, Aug. 26-Nov. 18, Mondays, Wednesdays and Fridays, 9:15-9:30 p.m. Agency: Frank R. Steele Inc., Chicago.

Miles Laboratories, Elkhart, Ind. Alka Seltzer)—Sponsors *Noticerio de Hoy*, Jan. 6, 1941-March 24, 1941, Mondays thru Fridays, 8:15-8:30 p.m. Agency: Wade Advertising Agency, Chicago.

Gospel Broadcasting Assn., Los Angeles (religious) — Sponsors *Old Fashioned Revival Hour*, Oct. 13-Oct. 13, 1941, Sundays, 4-5 p.m. Agency: R. H. Alber Co., Los Angeles.

WPIT, Pittsburgh
Westinghouse Electric & Mfg. Co.

Westinghouse E. & M. Co., Pittsburgh (institutional) — Sponsors *Musical Americana*, Fridays, 3-3:30 p.m., 7:15-7:45 p.m., 9:15-9:45 p.m. Agency: Fuller & Smith & Ross, New York.

WRCA-WNBI, Bound Brook, N. J.
National Broadcasting Co.

Adam Hat Stores, New York—Sponsors Spanish descriptions of all prizefights promoted by Mike Jacobs: contracted June 1-June 1, 1941. Placed direct.

Hotel Astor, New York—Sponsored *Recuerdos de Broadway* (Spanish), Sept. 18-Dec. 11, Wednesdays, 9:15-9:45 p.m. Agency: Swafford & Koehl Inc., New York.

S. C. Johnson & Son, Racine, Wis. (floor wax)—Sponsors *La Estrellas de Hollywood*, July 12-July 4, 1941; Fridays, 7:15-7:30 p.m. (Portuguese), Fridays, 9:30-9:45 p.m. (Spanish). Agency: Erwin Wasey & Co., New York.

RCA Mfg. Co., Camden, N. J. (washing machines)—Sponsors *Apex Program* (Spanish), Tuesdays and Thursdays, 8:30-8:45 p.m. Agency: Lord & Thomas, New York.

RCA Victor Co., Camden, N. J. (records)—Sponsors music and talks in Spanish; Mondays, 8:15-9 p.m. (Spanish); Tuesdays, 4:15-4:45 p.m. (Portuguese); Wednesdays, 8:15-9 p.m. (Spanish); Thursdays, 9:30-10 p.m. (Spanish); Fridays, 6:45-7 p.m. and 8:15-9 p.m. (Spanish); Saturdays, 7:15-7:45 p.m. (Portuguese). Agency: Lord & Thomas, New York.

Standard Oil Co. of New Jersey, New York—Sponsored Louis-Godoy fight in Spanish, Feb. 9. Agency: McCann-Erickson, New York.

The Texas Co., New York—Sponsors 16 performances of *Metropolitan Opera* with Spanish announcements, starting Dec. 7, 1940, Saturdays, 2-5:30 p.m. Agency: Buchanan & Co., New York.

United Fruit Co., New York (services)—Sponsors *El Mundo al Dia* (Spanish), renewed Dec. 1-Dec. 1, 1941, Mondays thru Fridays, 9-9:15 p.m. Agency: Wendell P. Colton, New York.

Hotel Waldorf-Astoria, New York—Sponsored *Entre Cielo y Rascacielos* (Spanish), May 28-Oct. 10, Tuesdays, 9:15-9:45 p.m. Placed direct.

Program Policies of Columbia Broadcasting System

[Revised to January 1, 1940]

AS RADIO broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

> The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.
>
> Disrespect for either parental or other proper authority must not be glorified or encouraged.
>
> Cruelty, greed, and selfishness must not be presented as worthy motivations.
>
> Programs that arouse harmful nervous reactions in the child must not be presented.
>
> Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.
>
> Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.
>
> Unfair exploitation of others for personal gain must not be made praiseworthy.
>
> Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

To be of assistance in reaching this goal, Columbia is engaging the services of an eminent child-psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. Columbia hopes thus to be equipped to appreciate and apply the parent's practical point of view no less than to reflect studied scientific judgment. The name of this consulting authority, and the membership of this committee, will be announced soon; and the new policy becomes completely effective July 30.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

The Columbia Broadcasting System has concluded after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

As to new business, this policy becomes effective immediately, May 15, 1935. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. Meanwhile, the advertising continuities for any such product are to be so worded as to conform strictly with a specific standard of new requirements.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skilful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announcements to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

With the interest of the audience and of the great majority of advertisers in mind, the Columbia Broadcasting System considers it desirable, at this time, to set the following maximum allowances for commercial announcements, effective July 30, 1935:

EVENING PROGRAMS

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P. M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed one minute will be made.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P. M.:

Full-hour programs:
All commercial announcements not to total more than
6 minutes

Three-quarter hour programs:
All commercial announcements not to total more than
4 minutes 30 seconds

Half-hour programs:
All commercial announcements not to total more than
3 minutes

Quarter-hour programs:
All commercial announcements not to total more than
2 minutes 30 seconds

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional minute on the quarter-hour program.

PUBLIC ACCEPTANCE

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.
3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No use of broadcasting time except for direct or indirect advertising of goods or services.

Text of NAB Code of Self Regulation

(Adopted by Atlantic City Convention, July 11, 1939; Ordered Effective October 1, 1939)

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters now have had sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly-balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fairsided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analysing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce; whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirement, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Fifteen-minute programs — 3:15
Thirty-minute programs — 4:30
Sixty-minute programs — 9:00

Nighttime

Fifteen-minute programs — 2:30
Thirty-minute programs — 3:00
Sixty-minute programs — 6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

Types of Unacceptable Advertising

Resolution of Program Standards Committee Adopted by Convention

TO CLARIFY the phrase "Accepted Standards of Good Taste" and the canons of good practice set forth in the NAB Code, therefore be it Resolved, that member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester", tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions of symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

It's NO SECRET

EVERYONE KNOWS IT'S THE BEST BUY IN NEW YORK

WOV

10 K. W.
FULL TIME
LARGE LISTENING AUDIENCE

Offices & Studios: 730 Fifth Avenue, New York City

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Official Digest of NAB Code Interpretations

By EDWARD M. KIRBY

Secretary, NAB Code Compliance Committee

(Prepared especially for the 1941 BROADCASTING *Yearbook*)

MEMBERS OF THE NAB CODE COMPLIANCE COMMITTEE

Edgar L. Bill, WMBD, Peoria, *Chairman*
Frank E. Mullen, NBC
Gilson Grey, CBS
Theodore C. Streibert, WOR-MBS
Earl S. Glade, KSL, Salt Lake City
Joseph O. Maland, WHO, Des Moines
Calvin J. Smith, KFAC, Los Angeles
Henry P. Johnston, WSGN, Birmingham
Hugh Halff, WOAI, San Antonio

Authority of Code Committee

The work of the Code Committee is advisory and interpretative. It seeks to place at the disposal of broadcasters, advertisers, and the public accepted industry policy as it develops.

Such authority as it possesses comes only as favorable public opinion is earned and directed in support of industry policy. It is safe to say that the development of the Code has won the widest support and confidence ever enjoyed by American Radio.

Controversial Public Issues

Definition—A "controversial public issue" is defined as one in which the welfare of the public as a whole is involved, and in which there exists a discernible divided public opinion.

All political broadcasts are "public controversial issues."

The Code states that "time for the presentation of controversial issues shall not be sold, except for political broadcasts." The exception for political broadcasts is made because during political campaigns the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

The Code pledges the broadcaster to provide time for presentation of public questions free of charge, and with due regard to the degree of public interest in the questions to be discussed.

This brings up the problem of how to determine whether there is sufficient public interest in proposed subjects to warrant their discussion over the air and how to determine a controversial matter.

How to Determine A "Public Controversial Issue"

In the majority of cases it has been found that matters of public controversy and the spokesmen for and against may be identified well in advance.

Should a subject generally regarded as non-controversial be presented and arouse an objection from a responsible and representative quarter, then the matter has become controversial and the machanics of the Code to provide a hearing for those taking a different viewpoint would apply.

There can be no standard yardstick to determine the degree of public interest in subjects offered for radio discussion. Naturally this varies according to the section of the country, and the character of radio operation, that is, whether it is catering to a rural or a city audience, and so forth.

In this connection it is well to point out again that radio is no common carrier, forced to sell or give time to any and all, first come first served. If it were a common carrier the broadcaster would lose all control of his program schedule and he definitely would be unable to serve the public interest he is committed to serve. Again it is well to remember that American radio is predicated upon the right of the listener to hear, and not upon the right of an individual to be heard. This places upon the broadcaster the necessity of selecting and rejecting program matter.

The responsibility of course rests solely with the licensee. The findings of the Code Committee serve only as a guide and central clearance of information upon which the broadcaster draws. In the past year the following interpretations have been made.

Neutrality

On Oct. 2, 1939, Congress was called into special session to consider the revision of the Neutrality Act. On Oct. 3, the Code Committee found that while it was quite evident that all Americans desired to say out of war—on this there was no controversy—it was equally evident that the various methods through which American neutrality could be insured were matters on which there was a "discernible divided public opinion." The debates which followed therefore were regarded as public controversial issues and time pro and con neutrality revision was generously given both sides.

Father Charles E. Coughlin

Prior to the effective date of the Code (Oct. 1, 1939, except for the Commercial Section which became effective one year later) renewal contracts for a series of 52 weekly broadcasts by Father Coughlin had been sent out to many stations.

In the letter accompanying the contracts, Stanley Boynton, president of Aircasters Inc., wrote the following: "I am only too pleased to inform you at this time that Father Coughlin's new series of broadcasts which started some two weeks ago, will carry and have been carrying a very patriotic trend in the form of a neutrality sermon.

"They will in no way conflict with the Code set up by the National Association of Broadcasters. They will not attack any race or creed, but will keep the patriotic tenor of trying to keep America out of war."

Obviously the discourses by Father Coughlin were to be discussions of neutrality, a public controversial question. As such they were acceptable on sustaining periods, but not on commercial time.

The NAB Board of Directors passed a resolution Nov. 3, 1939, regarding contracts for the sale of time for the discussion of public controversial issues executed prior to October 1 stating "it is the opinion of the board of directors that such contracts though in temporary conflict with the controversial public issue provision of the Code, may be continued until the expiration date, or at the discretion of the station manager, may be terminated at an earlier date in conformity with the terms of said contracts."

Following this action of the NAB board, John Shepard stated "the Colonial Network agrees that based on the decision of the board of directors of the NAB on all programs carried by it for Social Justice Magazine or for the Reverend Charles E. Coughlin, it as a network will make no profit, unless such programs have to do with a political campaign, and are thus in full compliance with the NAB Code."

In the late summer of 1940, Aircasters endeavored to contract paid time for another series of discourses by Father Coughlin, on a 52-week basis. The Code Committee found that should Father Coughlin desire to enter the political campaign and buy time to speak in behalf of or in opposition to political candidates or issues subject to ballot, such broadcasts would be in conformity with the Code throughout the campaign, but not afterwards.

In the fall of 1940 Father Coughlin announced that he was withdrawing from the air.

Townsend Plan Broadcasts

During political campaigns, the Code Committee found that broadcasts in behalf of the Townsend Old Age Pension Plan are acceptable as paid political broadcasts. In between political campaigns, however, such broadcasts are obviously public controversial issues and as such should be placed on sustaining time and not on commercial time.

WCTU Programs on Paid Time

The Committee feels that inasmuch as the industry has banned the advertising of hard liquor, it could not properly sell time to those who oppose the use of liquor. In answering an inquiry on the subject, the Committee recommended that should the station decide the public interest warranted, a period of sustaining time might be set aside in which the issue could be discussed by members of WCTU and the so-called "wets" on a fair and even basis.

America First Committee

The America First Committee sought to contract for time in October 1940, to present its views on national defense and the giving of aid to Great Britain. Its position was diametrically opposed to the Committee to Defend America by Aiding the Allies, and as such was obviously in the field of public controversy.

The America First Committee then decided to enter the political campaign and to advocate the election of those running for office who agreed with its principles. Thus the program became political, and as such was given Code clearance as a paid political broadcast up until election day, November 5.

Labor on the Air

Discussion of labor problems on the air is almost always of a controversial nature. Even the so-called facts about Labor, such as the A. F. of L.'s audited membership figures are usually challenged. The presentation of a labor program usually calls for "at least one other program" because of the division in the ranks of organized labor itself. Again, it is not always possible to balance a labor program with an employer's program.

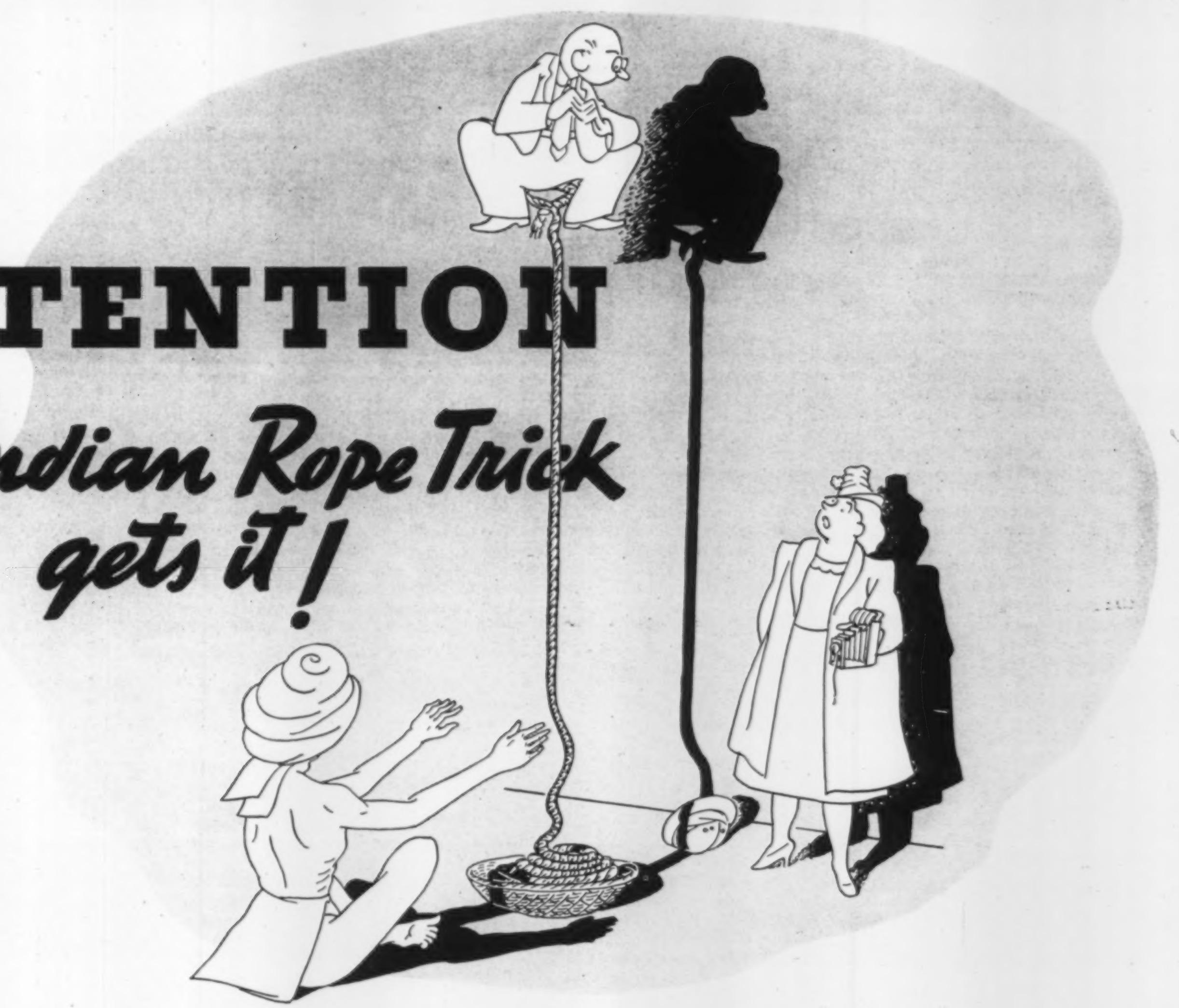
As in all cases, the "degree of public interest" must be the test for scheduling labor programs. A station ceretainly would be justified in rejecting a request for a discussion of a strike by six waitresses in a side street restaurant. On the other hand, a strike by six employes of a power plant which threw a city in darkness would be of prime public concern.

The Code Committee has consistently recommended that labor be given an adequate opportunity for a fair hearing. The fact that labor programs are controversial and time may not be sold for such discussions should not be used as an excuse to keep them off the air. There have been few complaints in the past year, but where these complaints have been made, they have been bitter. The Committee has recommended that when the broadcaster presents a controversial labor program, he should offer equal facilities to the other party or parties to the controversy. Presentation of a labor program, however, shouldn't hinge upon accept-

(*Continued on page 316*)

ATTENTION

the Indian Rope Trick gets it!



But It Takes RADIO ATTENTION To Sell RADIO TIME!

SELLING your station and your market takes a special brand of attention. And it takes a specialized magazine to provide it. That's where BROADCASTING comes in. Here's the magazine that thinks Radio and talks Radio 100% of the time. Consequently, its readers are Radio-minded . . . every last one of them. Small wonder 85% of BROADCASTING's advertisers renew. Small wonder it pays to advertise in BROADCASTING.

BROADCASTING
BLANKETS
TIME BUYERS!

they're Radio-Minded when they read **BROADCASTING**

Official Digest of NAB Code Interpretations

(Continued from page 314)

ance of equal facilities by all parties to the controversy.

The Forum type of program is recommended for labor programs. A station in a city where labor is a perennial issue might well consider a regular labor forum for discussion of both local and national issues in an atmosphere where all views may be dispassionately presented and evaluated. Almost every request for a labor program presents a new problem. The NAB Director of Labor Relations, Joseph L. Miller, gladly consults with NAB members when such problems arise. His wide contacts in the labor world and experience have contributed much in the fine relationship which now exists between the industry and labor.

If One Side Refuses to Talk?

If the opposing view refuses to debate or use time offered for the discussion of a public controversial topic, this should not prevent the one side from being heard, for obviously, should such a policy exist, the continued refusal of an opposition to use time offered would bar any discussion of the matter from the air.

Political Broadcasts

Definition—A political broadcast is defined as one "in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal subject to ballot."

A "public proposal subject to ballot" is where the proposal itself appears on the ballot to be cast by the individual citizen. Matters pending before a legislative body are not regarded by the Committee as "public proposal subject to ballot."

When Does a Political Campaign Commence?

This question falls into two parts: The national campaign, and state and local campaigns.

The Committee regards the start of a national political campaign as immediately following the selection of party candidates at the national conventions. From this time on, broadcasts of the candidates and spokesmen become "paid political broadcasts." Prior to the conventions, the prominent leaders of the various political parties and varying schools of thought and political opinion are given time on a sustaining basis in accord with the public interest in the speakers and subject.

The problem in state, county and local fields is not so simple. Here the Committee recognizes that different laws and practices govern the conduct of election in different states and communities. In a resolution in November 1939, it recommended that stations in the various states meet to determine (1) how an individual may become a legally qualified candidate and qualify for the purchase of political time and (2) the date of the opening of the campaign in the various states and communities.

Dramatizing Political Issues

While the text of the present Code has nothing to say on this subject, the Code Committee has repeatedly urged—and the NAB Board of Directors have officially so resolved—that political broadcasts be limited to speakers, announcements, straight entertainment programs with speakers or announcements, and pick-ups of bona fide political rallies.

Injection of dramatization would throw a campaign onto a wholly emotional level, and the results achieved would depend more upon the skill of the dramatist and actors, rather than upon the merit of the issues presented.

Political Broadcasts Election Day

As a guide to broadcasters, the Committee in the week prior to the last presidential election, stated that political broadcasts on election day which encouraged people to go to the polls and vote, definitely served public interest. Those which would discourage the going to the polls, do not.

At one time, there was some thought that the temptation to misuse radio to create last-minute confusion might possibly lead to serious public damage. The Committee felt, however, that broadcasters exercise sufficient precaution to eliminate this danger, and further, that radio should not be withheld from political parties who might find an urgent need to reach the mass of voters as result of some last-minute sensation sprung in another media by an opposition party.

Forum Broadcasts

While none of the network forum type shows are yet sponsored, it is noteworthy to point out that many stations have developed well balanced forum-type broadcasts which are being sponsored commercially. The rise in importance and listener popularity of this type of program has been marked and significant in the past year.

The Code states "Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fair-sided discussions of public issues and when control for the fairness of the program rests wholly with the broadcasting station or network."

News

War Coverage

When war broke out in 1939, the NAB issued a memorandum expressing the industry's policy in the handling of the war news, reminding listeners that news from that moment on was censored at the source and probably incomplete or distorted for propaganda purposes.

This was followed by a joint statement signed by NAB, CBS, MBS, and NBC and published Sept. 11, 1939, stipulating that "every effort consistent with the news itself is to be made to avoid horror, suspense, and undue excitement;" that "broadcasters will make every effort to be temperate, responsible and mature in selecting the manner in which they make the facts of war and its attendant circumstances known to the audience." It was further stipulated that "no propaganda in connection with the war will be allowed in either commercial announcements or the context of commercial programs."

The policy of the industry in war coverage is well known to all and has received high commendation.

Elliott Roosevelt and Code

On Oct. 7, 1939, Elliott Roosevelt, then sponsored as a news commentator, publicly stated that he was going to violate the News Section of the Code to express his personal convictions about the war and neutrality.

The matter was referred to the Mutual Broadcasting System and on Oct. 19, its vice-president, T. W. Streibert, informed Neville Miller, NAB President, that following a discussion with Mr. Roosevelt "he will eliminate from all his commercially sponsored broadcasts any expression of personal editorial comment about public controversial issues."

However, on the day after Mr. Streibert's letter was received, Mr. Roosevelt announced in the press that he was resigning his Texas stations from the NAB because of "the imposition of a ruling barring expressions of personal opinions on public controversial issues on commercially sponsored programs," adding that this ruling was "censorship in its worst form.

In commenting upon the situation in a public statement, Mr. Miller declared: "We regret that Mr. Roosevelt has seen fit to disregard the Code voluntarily set up by his fellow broadcasters and resign from the Association.

"His statement charging censorship indicates that perhaps he is not fully conversant with the Code and the vital problems of public policy underlying it. There can be no charge of censorship or of the curtailment of free speech when all spokesmen are given an equal footing at the radio rostrum, free of charge.

This provision of the Code not only insures the widest possible use of radio for public discussions, but it insures as well an impartial and fair opportunity to all spokesmen and groups to use its limited facilities and to be subject to debate and challenge should such develop. This is the democratic way of doing things.

"It is significant to observe that those who are objecting to the Code and who want to continue to buy time for discussions of public controversies, have refused to accept free time offered on programs where another viewpoint may be fully presented.

"Rather than barring them from the air, as has been charged, the Code recognizes their right to speak, but provides that those holding other views shall not be deprived of their right.

"The point raised in Mr. Roosevelt's October 7 broadcast, however, involves the propriety of injecting personal opinions on a news commentator's broadcast.

"The press of this country has always recognized the necessity of preserving the integrity of its news columns. Personal opinions are reserved for the editorial page. The integrity of radio news is of parallel importance.

"If Mr. Roosevelt wishes to express personal opinions about public controversial matters on the air, there is nothing to prevent him from doing so on the time freely given for the purpose. But, under this Code, no personal opinions can be presented under the guise of news on any news broadcast, whether sponsored or unsponsored."

Educational Broadcasting

The Code is explicit in stating that broadcasters "will continue their search for improving applications of radio as an educational adjunct."

There has been a marked increase in the quality and scope of educational programming among all classes of stations. There has been an increase of "in-school" listening which raise problems of unannounced or sudden switches in schedules. Most educators are reasonable and sympathetic with the broadcaster's problem should circumstances force him to change the hour of an established educational feature. Such changes should be anticipated, so that possible adjustments in the school curricula may be made. Otherwise unnecessary ill-feeling is bound to result, and waste of collateral printed material, also.

Children's Programs

The leading parent, teacher and women groups of the country have organized the Radio Council on Children's Programs, headed by Mrs. Harold V. Milligan of New York. In cooperation with the NAB a nationwide survey was instituted last year. Mrs. Dorothy Lewis, vice chairman of the club, travelled forty-four thousand miles contacting stations, schools and clubs seeking information which will aid the NAB in further implementing the children's section of the Code which declares "To establish acceptable and improving standards for children's programs, the NAB will con-

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tinually engage in studies and consultations with parent and child study clubs. The results of these studies will be made available for application to all children's programs." It is expected that the RCCP's report will be available to broadcasters and advertisers early in 1941.

In their interim the Council has set forth eight objectives as fundamental standards for children's programs:

Children's Programs should be:

1. Be entertaining.
2. Be dramatic, with reasonable suspense.
3. Be of high artistic quality and integrity.
4. Be expressed in correct English and diction.
5. Appeal to the child's sense of humor.
6. Be within the scope of the child's imagination.
7. Stress human relations for cooperative living.
8. Stress intercultural understanding and appreciation.

Commercial Programs

The Commercial section of the Code is clear and definite. Exemptions for certain types of local programs are made "because of the varying economic and social conditions throughout the United States." Several conferences with advertising agencies and station representatives have brought a more uniform understanding and compliance with respect to time limitations for commercial copy. Most of the inquiries received have had to do with interpretations of copy in relation to the time limits. These have been handled individually and with mutual satisfaction. Few inquiries have been received having to do with acceptability of accounts. The type of account and copy which are unsuitable for radio broadcasting is generally well known.

In complying with such standards, broadcasting has won the confidence of its listeners and enables the industry to deliver more advertising resultfulness per dollar expended.

Religious

Widely endorsed by practically every denomination in America, the Religious Section of the Code bars attacks upon another's race or creed. Commenting upon this, Dr. Samuel McCrae Cavert, General Secretary of the Federal Council of Churches of Christ, said "When one reflects on the religious diversity which characterizes America, he readily sees that if spokesmen of religion were to use the air for attacks on one another, or for any sectarian animosity, the result would be such a bedlam that radio would be justified in excluding religion from its programs."

Precedent in Shuler Case

Prior to 1931, the Reverend Bob Shuler was operating Station KGEF in Los Angeles. His utterances and policies were bitterly anti-Catholic. The old Federal Radio Commission found cause to revoke his license. This action was appealed and reached the Court of Appeals of the District of Columbia. The Court upheld the action of the Commission and said:

> *If it be considered that one in possession of a permit to broadcast in interstate commerce may, without let or hindrance from any source, use these facilities, reaching out, as they do, from one corner of the country to the other, to obstruct the administration of justice, offend the religious susceptibilities of thousands, inspire political distrust and civic discord, or offend youth and innocence by the free use of words suggestive of sexual immorality, and be answerable for slander only at the instance of the one offended, then this great science, instead of a boon, will become a scourge, and the nation a theater for the display of individual passions and the collision of personal interests.* (Trinity Methodist Church, South v. Federal Radio Commission, 62 F. (2d) 850).

Judge Rutherford's Broadcasts

The broadcasts of Judge J. E. Rutherford, attacking the Catholic Church and members thereof, are obviously in violation of the Code.

SERVING GREATER BOSTON IS THE PEOPLE'S OWN STATION

WCOP

Offices and Studios: Copley Plaza Hotel, Boston, Mass.

Directory of

Newspaper Ownership and Control of Broadcasting Stations

(Includes sales and transfers to newspaper interests pending FCC approval)

Revised to January 1, 1941; Copyright 1941 by Broadcasting Publications Inc.

THERE WERE 293 broadcasting stations in the United States, Hawaii and Alaska and 27 in Canada which had newspaper interests identified with their ownership as of Jan. 1, 1941, including those with FCC action on transfers of ownership still pending. The detailed tabulation, showing stock interests and including the pending purchases, is presented herewith.

ALABAMA

WSGN, Birmingham—Licensed to Birmingham News Co.; 85% of stock owned by Victor Hanson, publisher of *Birmingham News* and *Birmingham Age-Herald*, same ownership as *Huntsville* (Ala.) *Times*.

WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star*.

WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-third interest owned by R. F. Hudson, publisher of *Montgomery Advertiser;* one-third by Howard E. Pill, general manager; one-third by H. S. Durden.

ARIZONA

KCRJ, Jerome—Licensed to Central Arizona Broadcasting Co.; 59% of stock owned by Mrs. W. P. Stuart, wife of publisher of the *Prescott* (Ariz.) *Courier*.

KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.8% of stock owned by Arizona Publishing Co., publishers of *Phoenix Arizona Republic* and *Phoenix Gazette*.

KOY, Phoenix—Licensed to Salt River Valley Broadcasting Corp., 100% owned by Burridge D. Butler, publisher of *The Prairie Farmer*, Chicago, also owner of WLS, Chicago.

KGLU, Safford—Licensed to Gila Broadcasting Corp.; same ownership as *Safford Daily News*.

KTUC, Tucson—Licensed to Tucson Broadcasting Co.; 37 out of 300 shares of stock owned by Burridge D. Butler, publisher of *The Prairie Farmer*, Chicago, and owner of WLS, Chicago, and KOY, Phoenix; 50 shares each owned by Glenn Snyder and George Cook, WLS.

KVOA, Tuscon — Licensed to Arizona Broadcasting Co.; same ownership as KTAR, Phoenix.

KYUM, Yuma—Licensed to Yuma Broadcasting Co., 45% owned by KTAR Broadcasting Co. [See KTAR and KVOA.]

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; 80% of stock owned by T. H. Barton, chief owner of *Arkansas Farmer*, Little Rock, and *Pulaski Weekly Herald*, Little Rock.

KCMC, Texarkana—Licensed to KCMC, Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

KGHI, Little Rock—Licensed to Arkansas Broadcasting Co.; 16.1% of stock owned by Gazette Publishing Co., *Little Rock Arkansas Democrat;* 63.98% by A. L. Chilton; 10% by R. E. Steuber, Little Rock.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co.; same ownership as KGHI.

KARK, Little Rock—Licensed to Arkansas Radio & Equipment Co., Inc. [see KELD, El Dorado.]

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KHSL, Chico—Licensed to Golden Empire Broadcasting Co.; Ray McClung, (deceased) co-publisher of *Merced* (Cal.) *Sun-Star*, 150 shares; Horace E. Thomas, publisher of *Marysville & Yuba City* (Cal.) *Appeal-Democrat*, 75 shares; Stanley R. Pratt, Chico, 75 shares.

KIEM, Eureka — Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard;* 20% by Times Publishing Co., publisher of *Humboldt Times;* 50.3%, William B. Smullin.

KMJ, Fresno — Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee, Sacramento Bee, Modesto Bee* (McClatchy Newspapers).

KMYC, Marysville—Licensed to Marysville-Yuba Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, 50%; Hugh McClung, publisher of *Merced Sun-Star*, 49.5%; Peter McClung, secretary, *Merced Sun-Star*, .05%.

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50½% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald;* 49½% by Salinas Newspapers, Inc., publishers of *Salinas Index-Journal* and *Post* (Speidel Newspapers).

KYOS, Merced—Licensed to Merced Broadcasting Co., same ownership as *Merced Sun-Star*.

KLX, Oakland—Licensed to Tribune Building Co.; same ownership as *Oakland Tribune*.

KVCV, Redding—Licensed to Golden Empire Broadcasting Co.; same ownership as KHSL, Chico, Cal.

KFBK, Sacramento — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KYA, San Francisco—Licensed to Hearst Radio Inc.; interlocking ownership with *San Francisco Examiner*.

KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, publisher, owns 100% of common stock).

KSRO, Santa Rosa—Licensed to Ernest L. Finley, publisher of *Santa Rosa Press-Democrat* and *Santa Rosa Republican*.

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KTKC, Visalia—Licensed to Tulare-Kings County Associates: Charles A. Whitmore, publisher of *Visalia Times-Delta*, 37½% of stock; Homer A. Wood, publisher of *Porterville Recorder*, 25%; Percy M. Whiteside, publisher of *Tulare Advance-Record* and *Times*, 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal*, 12½%.

KHUB, Watsonville—Licensed to John P. Scripps, chief stockholder in John P. Scripps Newspapers (*Watsonville Register-Pajaronian, Santa Ana Journal, Ventura Star & Free Press, Santa Paula Chronicle*).

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.

KLZ, Denver—Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylord Inez K. Gaylord, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.

KFKA, Greeley—Licensed to Midwestern Radio Corp.; same ownership (H. E. Green) as *The Record Stockman*, Denver, semi-weekly.

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers; 13.93% owned by Lewis Henry.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American*.

DELAWARE

WDEL, Wilmington—Licensed to WDEL Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

DISTRICT OF COLUMBIA

WMAL, Washington—Capital stock of M. A. Leese Radio Corp., owned by *Washington Star;* station operating under lease by NBC until Feb. 1, 1941.

FLORIDA

WJHP, Jacksonville—Licensed to The Metropolis Co.; same ownership as *Jacksonville Journal*. (See WCOA, Pensacola.)

WLAK, Lakeland—Minority interest held by *Tampa Tribune;* sale pending.

WIOD, Miami—Licensed to Miami Daily News, Inc., stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News;* same ownership as *Dayton* (O.) *Daily News, Atlanta Journal, Springfield*, (O.) *News* and *Sun* (James M. Cox).

WKAT, Miami Beach—Licensed to A. Frank Katzentine, 33-1/3% owner of *The Society Pictorial*, a weekly resort newspaper.

WTMC, Ocala—Licensed to Ocala Broadcasting Co., Inc., sale pending to John H. Perry Newspaper interests. (See WCOA, Pensacola.)

WDLP, Panama City—Licensed to Panama Bcstg. Co.; controlled by Bay County Publishers Inc., publishers of *Panama City News-Herald* (Perry newspapers).

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City* (Fla.) *News-Herald; Lynn Haven* (Fla.) *Free Press; St. Andrews Bay* (Fla.) *News*.

WTSP, St. Petersburg—Licensed to Nelson Poynter, publisher of *St. Petersburg Times*.

WTAL, Tallahassee—Licensed to Florida Capitol Broadcasters Inc.; 30 out of 60 shares of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot, Scenic Highlands Sun, Lake Placid News*, all Florida weeklies with headquarters in Avon Park, Fla.; 10 shares owned by Vera Freeman, 10 by G. C. Rankin, 10 by J. C. Cardwell.

WKGA, Tampa—CP issued to Tampa Tribune Co., publisher of *Tampa Tribune*.

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times*.

WFLA, Tampa—Licensed to Florida West Coast Broadcasting Co.; 55% of stock owned by publisher of *Tampa Tribune;* 45% by W. Walter Tison, manager. [See also WKGA; *Tampa Tribune* to relinquish interest in WFLA when WKGA starts operating.]

GEORGIA

WALB, Albany—CP issued to Herald Publishing Co., publisher of *Albany Herald*.

WGAU, Athens—Licensed to J. K. Patrick, Earl Braswell, Tate Wright, C. A. Rowland and A. Lynne Bannen, a partnership. Mr. Braswell is publisher of the *Athens Banner-Herald*.

WGAC, Augusta—Licensed to Twin States Bcstg. Co.; Glenn R. Boswell, publisher, and Millwee Owens, editor, of the *Augusta Herald*, each holding 33 1/3% of stock; F. Frederick Kennedy, attorney, 33 1/3%.

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox).

WMJM, Cordele—Licensed to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch;* John W. Greer, president, 69%.

WGGA, Gainesville—CP issued to Gainesville Broadcasters, partnership of Henry Estes and L. H. Christian, merchants, and Austin Dean, Editor of *Gainesville Eagle*, weekly.

WLAG, La Grange—CP issued to La Grange Broadcasting Co.; 33 1/3% of stock owned by Roy C. Swank, publisher of *La Grange News*.

WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald*.

ILLINOIS

WAAF, Chicago — Licensed to Drovers Journal Publishing Co., publishers of *Chicago Daily Drovers Journal* and owners of *Omaha Journal-Stockman*.

WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune*.

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 98% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, a weekly; same control as KOY, Phoenix, Ariz.

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette*.

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett).

WSOY, Decatur—Licensed to Decatur Newspapers Inc., publisher of *Decatur Herald* and *Review*.

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail*.

WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 78.6% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Register-Republic;* 19.6% owned by Lloyd C. Thomas.

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus*.

WCBS, Springfield—Licensed to WCBS. Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal*, 1% by A. W. Shipton, general manager of *Illinois State Journal*.

INDIANA

WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth*.

WFBM, Indianapolis—Licensed to WFBM Inc.; chief owners are Harry M. Bitner, publisher of *Pittsburgh Sun-Telegraph* (Hearst newspaper, but station is personal investment) and Jesse M. Kaufman.

WIRE, Indianapolis—Licensed to Central Newspapers Inc. (E. C. Pulliam), publisher of *Huntington Herald-Press, Lebanon Reporter* and *Vincennes Sun-Commercial*, all Indiana dailies.

WSBT, South Bend—Licensed to the *South Bend Tribune*.

WFAM, South Bend—Licensed to the *South Bend Tribune*.

WAOV, Vincennes—Licensed to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

IOWA

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune;* also publishers of *Minneapolis Star-Journal* and *Look* Magazine.

XUM

KRNT, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KSO, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KDTH, Dubuque—CP issued to *Dubuque Telegraph-Herald.*

KGLO, Mason City—Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette* (Lee Syndicate).

KFNF, Shenandoah—Licensed to KFNF Inc.; 48.75% of stock and option on remainder owned by Des Moines Register & Tribune interests, who have sold it subject to FCC approval to owners of *Omaha World-Herald.*

KSCJ, Sioux City—Licensed to the Perkins Brothers Co., publisher of *Sioux City Journal.*

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by *Sioux City Tribune* and 50% by Dietrich Dirks.

KANSAS

KGGF, Coffeyville—Licensed to Hugh J. Powell, publisher of *Coffeyville Daily Journal.*

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe.*

KCKN, Kansas City—Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Kansas City Kansan* and *Topeka Capital.*

KSAL, Salina—Licensed to KSAL, Inc., controlled by R. J. Laubengayer, publisher of *Salina Journal,* who also holds interests in the *Hays Daily News, Goodland Daily News* and *Hall City Times* (weekly), all in Kansas.

WIBW, Topeka—Licensed to Capper Publications Inc., (see KCKN, Kansas City).

KFH, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle;* 25% of stock owned by John Rigby, Beverly Hills, Cal.; 25% by Mrs. Anna Scott Gray, Piedmont, Cal.

KENTUCKY

WCMI, Ashland—Licensed to Ashland Broadcasting Co.; 21% owned by Ashland Publishing Co., publisher of *Ashland Independent.*

WLAP, Lexington—Licensed to American Broadcasting Corp. of Kentucky; 85% owned by J. Lindsey Nunn, minority stockholder in *El Paso* (Tex.) *Times;* 13% owned by Gilmore N. Nunn.

WHAS, Louisville—Licensed to *Courier-Journal* and *Louisville Times.*

WOMI, Owensboro—Licensed to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Inquirer.*)

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; 99.2% of stock owned by Charles P. Manship, president of the Capital City Press, publisher of the *Baton Rouge Advocate* and *Baton Rouge State Times.*

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser.* Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram, Chippewa Falls Herald, Manitowoc Times* and *Two Rivers Reporter,* all in Wisconsin.

KTBS, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times.*

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times.*

MAINE

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 495 out of 500 shares owned by Gannett Publishing Co. Inc., publisher of *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel.*

WCOU, Lewiston—Licensed to Twin City Broadcasting Co.; stockholders are Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard R. Howe, owners of *Le Messenger,* French language daily.

MARYLAND

WBAL, Baltimore — Licensed to WBAL Broadcasting Co.; affiliate of Hearst Radio Inc., and *Baltimore News-Post* and *American.*

MASSACHUSETTS

WHYN, Holyoke—CP issued to Hampden-Hampshire Corp.; all stock owned by owners of *Holyoke Transcript-Telegram.*

WLAW, Lawrence—Licensed to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune.*

WNBH, New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury, New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times;* Basil Brewer, publisher and general manager, owns 55.5% of stock; International Paper Sales Co., New York, 41.3%.

WSAR, Fall River—Sale pending to *Fall River Herald-News.*

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & Worcester Gazette.*

MICHIGAN

WELL, Battle Creek—Licensed to Federated Publications, Inc., publishers of *Battle Creek Enquirer & News, Grand Rapids Herald* and *Lansing State Journal.*

WHDF, Calumet—Licensed to Upper Michigan Broadcasting Co.; 27% of stock held by William G. Rice, publisher, and 5.5% by John W. Rice, general manager, of *Calumet News* and *Houghton Daily Mining Gazette.*

WMBC, Detroit—Licensed to Michigan Broadcasting Co.; 62% of stock owned by John Lord Booth, stockholder in Booth Newspapers, Inc., of Michigan. (*Grand Rapids Press, Flint Journal, Muskegon Chronicle, Kalamazoo Gazette, Saginaw News, Bay City Times, Jackson Citizen-Patriot, Ann Arbor News.*)

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News.*

WDBC, Escanaba—CP issued to Delta Broadcasting Co.; 44.76% of stock owned by publisher and editor of *Marquette Mining Journal,* also owner of WDMJ.

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; 95% of stock owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal.* Same interests are chief owners of *Rhinelander* (Wis.) *News* and *Iron Mountain* (Mich.) *News.*

WCAR, Pontiac—Licensed to Pontiac Broadcasting Co.; 50% stock owned by H. Y. Levinson, publisher of *Farmington Enterprise* (weekly).

WSOO, Sault Ste. Marie — Licensed to Hiawathaland Broadcasting Co.; 33% of stock owned by George A. Osborn, publisher of *Sault Ste. Marie News.*

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea Broadcasting Corp; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler;* 24% by J. George Wolf; 24% by William B. Wolf.

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 32% shares by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC.

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co.; see WEBC, Duluth.

WTCN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press;* 50% of stock owned by Minnesota Tribune Co., publisher of the *Minneapolis Tribune.*

KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times-Journal.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald.*

MISSISSIPPI

WCBI, Columbus——Licensed to Birney Imes, publisher of *Columbus Commercial Dispatch.*

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune,* Quitman, Miss. (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc.; all stock owned by officers and directors of *Vicksburg Herald* and *Vicksburg Evening Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; 98-6/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times.*

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune.*

WMBH, Joplin—Licensed to Joplin Broadcasting Co.; controlled by executives of Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald;* 28% of stock owned by D. J. Poyner, manager of WMBH.

WDAF, Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star.*

KCMO, Kansas City—Licensed to KCMO Broadcasting Co.; 25% of stock owned by Orville S. McPherson, publisher of *Kansas City Journal.*

KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; 33% owned each by J. H. Wolper, publisher of *Poplar Bluff American Republic;* O. A. Tedrick, attorney; A. L. McCarthy, radio and electrical dealer.

KGBX, Springfield—Licensed to Springfield Broadcasting Co.; 20% of stock owned by H. S. Jewell, president, 20% by Edson K. Bixby, editor, 5% by T. W. Duvall, business manager of *Springfield News* and *Press;* 5% by late Joel Bixby, editor of *Muskogee Phoenix* and *Muskogee Times-Democrat;* 23.6% by Lester E. Cox; 16.9% by R. D. Foster; 8.1% by C. A. Johnson; 1.4% by L. M. Magruder.

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MISSOURI—(Continued)

KWTO, Springfield—Licensed to Ozark Broadcasting Co.; same ownership as KGBX, Springfield.

KFEQ, St. Joseph — Licensed to KFEQ Inc.; 49½% of stock owned by News Broadcasting Co.; 48¾% of stock owned by Barton Pitts, president and manager of KFEQ Inc.; directors include S. Ralph Douglas, business manager of *St. Joseph News-Press* and *St. Joseph Gazette*, and Arthur V. Burrowes, assistant managing editor of *St. Joseph News-Press*.

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch*.

KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times*.

MONTANA

KFBB, Great Falls—10% of stock owned by *Great Falls Tribune;* 10% by Mrs. Jessie Jacobson; 70% by F. A. Buttrey.

KRJF, Miles City—CP issued to Star Printing Co., publishers of the *Miles City Star*.

NEBRASKA

KMMJ, Grand Island—Licensed to KMMJ Inc.; same owners also own *Clay County Sun*, a weekly at Clay Center, Neb.

KHAS, Hastings—Licensed to Nebraska Broadcasting Co.; 59.5% of stock owned by Fred A. Seaton, publisher of *Hastings Daily Tribune*.

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 51% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal;* 24% of stock owned by *Lincoln Star* (Lee Syndicate).

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.

WJAG, Norfolk—Licensed to the *Norfolk Daily News*.

KOIL, Omaha—Licensed to Central States Broadcasting Co.; same ownership as KFAB and KFOR.

KOWH, Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald*.

NEVADA

KOH, Reno—Licensed to The Bee Inc., affiliated with McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee*, all in California (McClatchy Newspapers).

NEW HAMPSHIRE

WMUR, Manchester—CP issued to The Radio Voice of New Hampshire, Inc.; 5% of stock owned by Edward J. Gallagher, publisher of the *Laconia* (N. H.) *Citizen*; 90% owned by Governor Francis P. Murphy of New Hampshire; 5% by Dr. James J. Powers, member of the Interstate Bridge Authority.

NEW JERSEY

WBAB, Atlantic City—Licensed to Press Union Publishing Co., publisher of *Atlantic City Press* and *Union*.

NEW MEXICO

KOB, Albuquerque — Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal;* Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KLAH, Carlsbad — Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos* (Tex.) *Enterprise*.

KAWM—Licensed to A. W. Mills; sale pending to A. W. Barnes, publisher of *Gallup Independent*.

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker Press-Albany Evening News* (Gannett Newspaper); 35% by Harold E. Smith, manager of WABY; 35% by R. M. Curtis, Garrison, N. Y.; 10% by O. T. Griffin, Hudson Falls.

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker Press-Albany Evening News;* 25½% of stock owned by Harold E. Smith, manager of WOKO; 25½% of stock owned by R. M. Curtis, Garrison, N. Y.; 24% of stock owned by R. K. Phelps, Kansas City.

WMBO, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser*.

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News*.

WEBR, Buffalo—Licensed to WEBR Inc.; stock owned by same ownership as *Buffalo Evening News*.

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Elmira Advertiser* (Gannett).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are publishers of *Jewish Daily Forward*.

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American* (under option to be sold to Milton Biow, New York.)

WHLD, Niagara Falls — Licensed to Niagara Falls Gazette Publishing Co., publishers of *Niagara Falls Gazette*.

WHDL, Olean—Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (Gannett Newspapers).

WGNY, Newburgh—Licensed to *Poughkeepsie* (N. Y.) *Courier*, weekly (Speidel Newspapers Inc., publishers of *Iowa City* (Ia.) *Press-Citizen, Chillicothe* (O.) *Scioto Gazette* and *News-Advertiser, Fort Collins* (Colo.) *Express-Courier, Cheyenne Wyoming State Tribune* and *Wyoming Eagle, Salinas* (Cal.) *Index-Journal* and *Post, Reno Gazette, Nevada State Journal* and *Wyoming Stockman-Farmer*. (See also KDON, Monterey, Cal.)

WKIP, Poughkeepsie—Licensed to Poughkeepsie Broadcasting Corp.; Richard E. Coon, editor of *Poughkeepsie Eagle-News* and *Star & Enterprise*, president, 70% stockholder; Mrs. Blanche J. Parks, publisher, 16%.

WHEC, Rochester — Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union;* 20% by Blanche M. Wheeler; 10% by Clarence Wheeler; 10% by F. P. Pickard.

WWNY, Watertown—CP issued to The Brockway Co.; controlled by Harold B. Johnson, publisher of *Watertown Times*.

WFAS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publisher of *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times*, all in New York.

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Inc., publisher of *Asheville Citizen* and *Times*.

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Sun*.

WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; 30 out of 200 shares of stock owned by Talbot Patrick, publisher of *Goldsboro News-Argus* and director of *Concord* (N. C.) *Tribune;* 27 shares owned by P. M. Patrick, secretary and director of *Goldsboro News-Argus*.

WHKY, Hickory — Licensed to Catawba Valley Bcstg. Co.; 16.3% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record*.

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; 32.5% of stock owned by J. F. Hurley Jr., publisher of *Salisbury Post*.

WSJS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel*.

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.; 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum;* 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WICA, Ashtabula — Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald*, all Ohio dailies.

WHBC, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository*.

WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers (*Cincinnati Post*).

WKRC, Cincinnati—Licensed to *Cincinnati Times-Star*.

WHK, Cleveland — Licensed to United Broadcasting Co.; 756 6/24 out of 1,000 shares, owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 243 18/24 shares owned by Monroe F. and Ruth Rubin.

WCLE, Cleveland — Licensed to United Broadcasting Co.; 100% of stock held by U. B. Company. (See WHK, Cleveland.)

WBNS, Columbus—Licensed to WBNS Inc.; 28% of stock held by Edgar T. Wolfe, publisher of *Ohio State Journal;* 24% by Richard S. Wolfe, officer and director of *Ohio State Journal* and of *Columbus Dispatch;* 24% by Preston Wolfe, director of *Columbus Dispatch;* 24% by Robert Wolfe.

WHKC, Columbus—Licensed to United Broadcasting Co.; same ownership as *Cleveland Plain Dealer*.

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield* (O.) *News, Springfield* (O.) *Sun, Miami Daily News* and *Atlanta Journal* (James M. Cox).

WING, Dayton—Licensed to WSMK Inc.; controlled by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette* and owner of or chief stockholder in various Ohio weeklies. [See also WIZE, Springfield].

WPAY, Portsmouth—Licensed to Vee Bee Corp.; 50% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times;* 50% by Chester A. Thompson, Cleveland (under option to be sold to Brush-Moore).

WIZE, Springfield—Licensed to Voice of Springfield, Inc.; controlling stock owned by Charles Sawyer, Cincinnati attorney, owner of *Lancaster* (O.) *Eagle-Gazette* and owner or chief stockholder in various Ohio weeklies. [See also WING, Dayton.]

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp.; 40.5% of stock owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 45.8% owned by W. P. Williamson Jr., manager of WKBN; 13.5% by W. P. Williamson.

WFMJ, Youngstown—Licensed to William F. Maag Jr., publisher of *Youngstown Vindicator*.

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite*.

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle*.

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat* (Interlocking ownership with *Springfield* (Mo.) *News* and *Press*).

KTOK, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 66% of stock owned by Harold V. Hough, circulation manager, 16-2/3% by J. M. North, editor, and 16-2/3% by B. N. Honea, business manager, of *Fort Worth* (Tex.) *Star-Telegram*.

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times* and *The Farmer Stockman*.

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc.; controlling stock interest (94%) owned by Stauffer Publication Co., Arkansas City, Ark., publisher of *Shawnee Morning News* and *Shawnee Evening Star;* same concern also owns or controls *Topeka* (Kan.) *State Journal, Grand Island* (Neb.) *Independent, Arkansas City Traveler, Maryville* (Mo.) *Forum, Pittsburg* (Kan.) *Headlight & Sun;* corporately affiliated with same group is *Sante Fe New Mexican*.

OREGON

KWIL, Albany—CP issued to Central Willamette Broadcasting Co.; all stock owned by W. J. Jackson and R. R. Cromise, co-publishers of *Albany Democrat-Herald*.

KAST, Astoria—Licensed to Astoria Broadcasting Co.; 37% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget;* 24% owned by E. B. Aldrich, publisher of the *Pendelton East Oregonian;* 29% by Dorothy Engle, Portland, Ore.

KBND, Bend—Licensed to *Bend Bulletin*.

KUIN, Grants Pass—Licensed to Southern Oregon Bcstg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier;* 50% by Red Wood Bcstg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KLBM, La Grande—Licensed to Harold N. Finley, publisher of *La Grande Morning Observer*, and Mrs. Eloise Finley, his mother, as partners.

KOOS, Marshfield—Licensed to Sheldon F. Sackett, publisher of *Coos Bay Times*, Marshfield.

KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by *Portland Oregon Journal;* 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt.

KEX, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian*.

KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by *Portland Oregon Journal*, 52½% owned by C. W. Myers; 22½% owned by C. R. Hunt.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls* (Ore.) *Herald-News;* same interests also own 20% interest in *Medford* (Ore.) *Mail-Tribune*.

PENNSYLVANIA

WSAN-WCBA, Allentown—Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by Allentown Call Publishing Co., publisher of *Allentown Call* and owner of *Allentown Chronicle-News*.

WCED, DuBois—CP issued to Tri-County Broadcasting Co.; same ownership as *DuBois Courier* and *Express*.

WEST, Easton — Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WHP, Harrisburg — Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph;* 11.4% owned by Sam Pickard.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp.; 75% of stock owned by J. H. and John F. Steinman, publishers of *Lancaster New Era* and *Intelligencer-Journal* (Mason-Dixon Group).

WAZL, Hazelton—Licensed to Hazelton Broadcasting Service Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

XUM

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat*.

WGAL, Lancaster—Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WHAT, Philadelphia—Licensed to Philadelphia Record Co., publisher of *Philadelphia Record;* same ownership as *Camden* (N. J.) *Courier-Post*.

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.).

WWSW, Pittsburgh — Licensed to P-G Publishing Co. (Paul Block, president), publisher of the *Pittsburgh Post-Gazette*.

WQAN, Scranton—Licensed to the *Scranton Times*.

WPIC, Sharon—Licensed to *Sharon Herald* Broadcasting Corp.; same stockholders as *Sharon Herald*.

WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; 37½% of stock each owned by H. H. Haddon and B. A. Beck, chief owners of *Sunbury Item;* 25% by George W. Beck.

WBAX, Wilkes-Barre—10% of stock under option to be sold to Charles B. Haller, acting on behalf of the *Wilkes-Barre Times-Leader* and *Herald*.

WRAK, Williamsport—Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun;* 33 1/3% owned by R. T. S. Steele.

WORK, York—Licensed to York Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Mail*.

WTMA, Charleston—Licensed to Atlantic Coast Broadcasting Co.; same ownership as *Charleston News & Courier* and *Charleston Post*.

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont*.

WMRC, Greenville—49% of stock under option to be sold to Roger Peace, publisher of *Greenville News* and *Greenville Piedmont*.

SOUTH DAKOTA

WNAX, Yankton—Licensed to WNAX Broadcasting Co.; controlled by Gardner Cowles Jr., executive editor of the *Des Moines Register & Tribune* (see WMT, Cedar Rapids, Ia.).

TENNESSEE

WOPI, Bristol — Licensed to Radiophone Broadcasting Station WOPI, Inc.; 50% owned by C. J. Harkrader, publisher of *Bristol Herald-Courier* and *News Bulletin*.

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun*.

WKPT, Kingsport—Licensed to C. P. Edwards, Jr., president of Kingsport Publishing Co., publisher of *Kingsport Times*, and Howard Long, partners.

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel*).

WMC, Memphis—Licensed to Memphis Publishing Co., publisher of *Memphis Commercial Appeal*, a Scripps-Howard newspaper.

WMPS, Memphis—Licensed to Memphis Publishing Co.; interlocking ownership with *Memphis Press-Scimitar* and *Memphis Commercial Appeal*, Scripps-Howard Newspapers.

TEXAS

KRBC, Abilene — Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter, Abilene News, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Denison Herald*, all in Texas; 10% owned by Houston Harte, director and a principal stockholder in *San Angelo Standard, San Angelo Times, Big Spring Herald, Paris News, Corpus Christi Caller-Times, Marshall News-Messenger, Denison Herald*, 20% owned by George S. Anderson, secretary of Reporter Publishing Co.

KGNC, Amarillo — Licensed to Plains Broadcasting Co.; 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe* and *News;* 10% owned by *Globe-News* employes pool; 6% by O. L. Taylor; 3% by Wesley Izzard; 1% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal, Midland Reporter-Telegram, Dalhart Texan, Shamrock Texan, Childress Index*, all in Texas, and *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal*.

KNOW, Austin — Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Fentress, half owner of *Austin American* and *Statesman*, half owner and publisher of *Waco News-Tribune* and *Times-Herald*, one-third owner of *Wichita Falls Record-News* and *Times*, half owner of *Texarkana Gazette* and *News;* 25% of stock owned by S. W. Richardson and 25% by Charles F. Roeser, Fort Worth oil men.

KRIC, Beaumont—Licensed to KRIC Inc.; 40% of stock owned by Mrs. J. L. Mapes, chief owner of *Beaumont Enterprise* and *Journal;* 30% by E. C. Davis, general manager of the newspapers; 30% by Alfred Jones, editor.

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co.; 30% of stock owned by M. Bernard Hanks (see KRBC, Abilene); 30% owned by Howard Barrett, vice-president of KRBC and manager of KBST; 20% owned by Houston Harte (see KRBC); 20% by Bonnie Davis, housewife.

KGFI, Brownsville — Licensed to Eagle Broadcasting Co.; controlled by E. E. Wilson, publisher of *Corpus Christi Chronicle*.

KBWD, Brownwood—CP issued to partnership of J. S. McBeath, publisher of *Brownwood Bulletin;* Wendell Mayes, Joe N. Weatherly and B. P. Bludworth.

KRIS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co.; 40% owned by W. G. Kinsolving, publisher of *Corpus Christi Caller-Times* (deceased) and 50% by Tilford Jones, Houston; directors include Houston Harte, *San Angelo Standard-Times* and M. Bernard Hanks, *Abilene Reporter-News* (see KRBC, Abilene).

KRLD, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal*.

KROD, El Paso—Licensed to D. D. Roderick, publisher of *El Paso Times*.

KGKO, Fort Worth—Licensed to KGKO Broadcasting Co.; 50% owned by Amon Carter, publisher of *Fort Worth Star-Telegram*, and 50% by A. H. Belo Corp., publisher of *Dallas News*.

WBAP, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KPRC, Houston—Licensed to Houston Printing Co., publisher of *Houston Post;* 85.13% of stock owned by Houston Printing Co.; 13.49% owned by Fidelity Securities Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

KOCA, Kilgore—Licensed to Oil Capitol Broadcasting Ass'n.; 20% owned by Tom E. Foster, editor of *Kilgore Daily News*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 80% of stock owned by Globe-News Publishing Co., publisher of *Lubbock Avalanche* and *News* (see KGNC, Amarillo).

KPDN, Pampa--Licensed to R. C. Hoiles, publisher of *Pampa Daily News, Santa Ana* (Cal.) *Register, Clovis* (N. M.) *News-Journal*, and *Bucyrus* (O.) *Telegraph-Forum*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; 50.13% of stock owned by A. G. Mayse, publisher of *Paris News*, and his daughter; 24.93% owned by M. B. Hanks, Abilene; 24.93% owned by Houston Harte, San Angelo (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*.

KGKL, San Angelo—Licensed to KGKL Inc.; 33% of stock owned by Houston Harte, publisher of *San Angelo Standard* and *San Angelo Times* (see KRBC, Abilene); 33% by Herbert O. Taylor, business manager of the newspapers; remainder of stock variously held locally.

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TEXAS—(Continued)

KTSA, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; 30% of stock owned by G. I. Wilcox, publisher of *Sherman Democrat;* 10% owned by George H. Wilcox, general manager of *Sherman Democrat;* 10% owned by J. Newell Johnston, managing editor of *Sherman Democrat;* 16% owned by L. M. Sepaugh. Shreveport; 17% owned by R. M. Dean, Shreveport; 17% owned by T. B. Lanford, Shreveport.

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; 37½ shares each (out of 125 authorized) owned by George and Russell Bennitt, co-publishers of *Sweetwater Reporter.*

KTEM, Temple—Licensed to Bell Broadcasting Co.; 10% of stock owned by Walter R. Humphrey, publisher of *Temple Telegram;* 85% owned by Ruth Mayborn, *Temple Telegram;* 5% owned by J. C. Mitchell, Temple.

KCMC, Texarkana—See Arkansas.

WACO, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

KRGV, Weslaco—Licensed to KRGV, Inc.; one-third of stock each held by O. L. Taylor and Gene Hawe (see KGNC, Amarillo, and KFYO, Lubbock) and T. E. Snowden, Atchison, Kan.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

UTAH

KLO, Ogden—Licensed to Interstate Broadcasting Corp.; 65.43% of stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner.*

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah; 19.55% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune* and *Salt Lake Telegram;* 50.05% held by presiding bishop of Latter Day Saints Church; remainder of stock variously held.

VERMONT

WCAX, Burlington—Licensed to Vermont Broadcasting Corp.; same ownership as *Burlington Daily News.*

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; 50% owned by William C. Barnes, publisher of *Martinsville Bulletin,* 50% by Jonas Weiland, owner of WFTC, Kinston, N. C.

WGH, Newport News—Licensed to Hampton Roads Broadcasting Co.; 66% of stock owned by Daily Press Inc.; publisher of *Newport News Daily Press* and *Times-Herald.*

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot;* same interests control *Richmond Times-Dispatch.*

WPID, Petersburg—Licensed to Petersburg Newspaper Corp., publisher of *Petersburg Progress-Index* (interlocking stock ownership with WTAR and WRTD).

WRNL, Richmond—Licensed to Richmond Radio Corp.; 60% owned by John Stewart Bryan, publisher of *Richmond News-Leader;* 20% by Tennant Bryan, *Richmond News-Leader;* 20% by Douglas S. Freeman, editor, *Richmond News-Leader.* (Same interests also stockholders in Richmond Newspapers, Inc., operating *Richmond News-Leader.*)

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News.*

WSLS, Roanoke—Licensed to Roanoke Broadcasting Corp.; 40% owned by J. P. Fishburn, Jr., publisher of *Roanoke Times* and *World-News* (see WDBJ, Roanoke).

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News;* 34% by Ray McClung, president of *Merced* (Cal.) *Daily Star,* which operates KYOS, Merced; 32% by Hugh McClung, *Merced Daily Star.*

KVAN, Vancouver—Licensed to Vancouver Radio Corp.; 50% owned by Sheldon F. Sackett, publisher of *Marshfield* (Ore.) *Coos Bay Times* and *Salem* (Ore.) *Statesman,* and owner of KOOS(Marshfield.

WEST VIRGINIA

WJLS, Beckley—Licensed to Joe L. Smith Jr., minority stockholder in Beckley Newspaper Corp., publisher of *Beckley Post-Herald* and *Raleigh Register.*

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph and Bluefield Sunset News.*

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch;* 48% owned by John A. Kennedy.

WKWK, Wheeling—CP issued to Community Broadcasting Inc.; majority stock owned by Joe L. Smith Jr. (see WJLS, Beckley, W. Va.)

WLOG, Logan—Licensed to Clarence H. Frey, publisher of *Logan Banner,* and Robert O. Greever, Merrill Coal Mines Inc., partners.

WAJR, Morgantown—Licensed to West Virginia Radio Corp.; same ownership as Morgantown *Dominion News* and *Post, Martinsburg News* (weekly), *New Martinsville Wetzel Republican* (weekly), *Grafton News* (weekly) and *Mannington Times* (weekly), all in West Virginia.

WISCONSIN

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader;* 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram;* 18 2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram.*

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter.*

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette.*

WKBH, LaCrosse — Licensed to WKBH Inc.; minority stock interest held by *LaCrosse Tribune* and *Leader-Press* (Lee Syndicate); majority stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

WIBA, Madison — Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times;* other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal,* Madison (Lee Syndicate).

WISN, Milwaukee — Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel* and *Milwaukee News,* Hearst newspapers.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal.*

WRJN, Racine—Licensed to Racine Broadcasting Corp.; 69% of stock owned by Frank S. Starbuck, publisher of *Racine Journal-Times;* 30% owned by H. S. Mann, general manager of *Racine Journal-Times.*

WJMC, Rice Lake—Licensed to Walter H. McGenty, publisher of the monthly *Stock & Dairy Farmer,* Duluth, Minn.

WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press;* 26.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press;* 36.72% owned by E. R. Bowler, Sheboygan attorney; 36.72% owned by Mr. & Mrs. M. A. Werner, Sheboygan.

WEBC, Superior — See WEBC, Duluth, Minn.

WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune.*

WYOMING

KFBC, Cheyenne—Licensed to Frontier Bcstg. Co.; 26% of stock owned by Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and the *Wyoming State Tribune & Leader.*

HAWAII

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock held by *Honolulu Star-Bulletin;* 55% by Pacific Theatres & Supply Co. Ltd.; 20% by Zion Securities Corp.

KGU, Honolulu—Owned by stockholders in *Honolulu Advertiser.*

KHBC, Hilo—Licensed to Hawaiian Broadcasting System Ltd.; same ownership as KGMB, Honolulu.

KTOH, Lihue—Licensed to Garden City Publishing Co. Ltd., publisher of *Garden Island* and *Filipino News.*

ALASKA

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 224 of 250 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner.*

CANADA

CFAC, Calgary, Alta.—Owned by *Calgary Herald.*

CJCJ, Calgary, Alta.—Owned by *Calgary Albertan.*

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal.*

CHNS, Halifax, N. S.—Owned by publishers of *Halifax Herald* and *Mail.*

CJHC, Halifax, N. S.—Construction permit issued to the Chronicle Co. Ltd., publisher of the Halifax *Chronicle* and *Star.*

CKCH, Hull, Que.—Owned by *LeDroit,* Ottawa.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel.*

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins,* (Ont.) *Press.*

CFRC, Kingston, Ont. — Licensed to Queen's University but operated on partnership basis with *Kingston Whig-Standard.*

CFPL, London, Ont.—Owned by *London Free Press.*

CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript, Moncton Times* and New Brunswick Publishing Co., publisher of *St. John Telegraph-Journal* and *Times-Globe.*

CKAC, Montreal—Owned by *Montreal La Presse.*

CHLP, Montreal—Owned by *Montreal La Patrie.*

CKLN, Nelson, B. C.—Licensed to *Nelson Daily News.*

CHNB, North Battleford, Sask.—CP issued to C. R. McIntosh, publisher of *North Battleford News.*

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press.*

CFOS, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times.*

CKCK and **CJRM**, Regina, Sask.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Regina Leader-Post, Winnipeg Free Press* and *Saskatoon Star-Phoenix.*

CKRN, Rouyn, Que.—Licensed to La Cie de Radiodiffusion Rouyn-Noranda Ltee.; stock held by *Rouyn Noranda Press.*

CHLT, Sherbrooke, Que. — Licensed to *Sherbrooke La Tribune,* French language daily.

CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal* and *Times-Globe.*

CKSO, Sudbury, Ont.—Licensed to *Sudbury Star.*

CHLN, Three Rivers, Que.—Licensed to *La Nouvelliste,* French language daily.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press.*

CKVD, Val d'Or, Que.—Licensed to La Voix d'Abitibe Compaignie Ltd.; controlled by *La Voix de Val d'Or* and *Star.*

CJRC, Winnipeg, Man.—Affiliated (interlocking ownership) with Victor Sifton newspapers: *Winnipeg Free Press, Regina Leader-Post* and *Saskatoon Star-Phoenix.*

Paul F. Godley

Consulting Radio Engineer

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Active Membership as of Jan. 1, 1941

Network, Station or Service	Name	Office
Columbia Broadcasting System	Albert L. Warner	856 Earle Bldg.
	John Charles Daly, Jr.	856 Earle Bldg.
	Albert N. Dennis	858 Earle Bldg.
	Paul Glynn	807 Earle Bldg.
	Ann Gillis	856 Earle Bldg.
	James W. Hurlbut	858 Earle Bldg.
	John P. Moore	858 Earle Bldg.
	Stanton Rust Prentiss	858 Earle Bldg.
Mutual Broadcasting System	Fulton Lewis, Jr.	1627 K St.
	Frank S. Blair, Jr.	1627 K St.
	Robert T. Brooks	1627 K St.
	Walter Compton	1627 K St.
	Madeline Ensign Cronan	1627 K St.
	Robert Diehl	1627 K St.
	Jean Hatton	1627 K St.
	Stephen J. McCormick	1627 K St.
	David Stick	1627 K St.
	Charles A. Wakeman	1627 K St.
National Broadcasting Co.	Charles C. Barry	724 14th St.
	H. R. Baukhage	724 14th St.
	Earl Godwin	724 14th St.
	E. L. Haaker	724 14th St.
	Thomas E. Knode	724 14th St.
	Mary Mason	724 14th St.
	Ralph H. Peterson	724 14th St.
	Bryson Rash	724 14th St.
	Edwin L. Rogers	724 14th St.
	Fred Shawn	724 14th St.
	Carleton D. Smith	724 14th St.
	John Vancronkhite	724 14th St.
	Louis E. Whyte	724 14th St.
	Rex Goad	724 14th St.
Transradio Press Service	Fred W. Morrison	1256 National Press Bldg.
	Gertrude V. Chestnut	1256 National Press Bldg.
	William Corley	1256 National Press Bldg.
	Clifford G. McCarthy	1256 National Press Bldg.
	Robert E. Lee Moore	1256 National Press Bldg.
	Wilmot Ragsdale	1256 National Press Bldg.
	Macon Reed, Jr.	1256 National Press Bldg.
	Frederic B. Tuttle	1256 National Press Bldg.
WMAL—The Evening Star Station	William Enders Coyle	438 Star Bldg.
WQXR (New York)	Dorothy C. Rockwell	RFD-1, E. Falls Church, Va.
Yankee Network (Boston)	Francis W. Tully, Jr	1135 16th St. N.W.

Associate Members as of Jan. 1, 1941

Affiliation	Name	Address
Columbia Broadcasting System	Elmer Davis	485 Madison Ave., N. Y.
	George Fielding Eliot	485 Madison Ave., N. Y.
	Matthew Gordon	485 Madison Ave., N. Y.
	Robert Trout	485 Madison Ave., N. Y.
	Paul W. White	485 Madison Ave., N. Y.
	Robert D. Wood	485 Madison Ave., N. Y.
Mutual Broadcasting System	Dave Driscoll	1440 Broadway, N. Y.
	Raymond Gram Swing	1440 Broadway, N. Y.
National Broadcasting Co.	Milton Burgh	30 Rockef'l'r Plaza, N. Y.
	Don Goddard	30 Rockef'l'r Plaza, N. Y.
	H. V. Kaltenborn	30 Rockef'l'r Plaza, N. Y.
	A. A. Schechter	30 Rockef'l'r Plaza, N. Y.
	Lowell Thomas	30 Rockef'l'r Plaza, N. Y.
	John W. Vandercook	30 Rockef'l'r Plaza, N. Y.
Transradio Press Service	Herbert Moore	521 Fifth Ave., N. Y.
KMBC, Kansas City, Mo.	Erle H. Smith	KMBC, Kansas City
KTSA, San Antonio, Ttx.	Charles C. Shaw	KTSA, San Antonio
KTSM, El Paso, Tex.	Charles J. Amador	KTSM, El Paso
KWK, St. Louis, Mo.	Leland L. Chesley	KWK, St. Louis
KYW, Philadelphia, Pa.	James A. Aull	KYW, Philadelphia
WAVE, Louisville, Ky.	Burt Blackwell	WAVE, Louisville
WBT, Charlotte, N. C.	William Winter	WBT, Charlotte
WCKY, Cincinnati, O.	Rex Davis	WCKY, Cincinnati
WFMD, Frederick, Md.	Ian Ross MacFarlane	WFMD, Frederick
WHAS, Louisville, Ky.	William P. Bryan	WHAS, Louisville
WIL, St. Louis, Mo.	Melvin Kampe	WIL, St. Louis
WIP, Philadelphia, Pa.	Edward R. Mayer	WIP, Philadelphia
WJIM, Lansing, Mich.	Howard K. Finch	WJIM, Lansing
	Robert P. Ritter	WJIM, Lansing
WKY, Oklahoma City, Okla.	Robert M. Eastman	WKY, Oklahoma City
WLS, Chicago, Ill.	Julian T. Bentley	WLS, Chicago
	Ervin Lewis	WLS, Chicago
WLW, Cincinnati, O.	Peter Grant	WLW, Cincinnati
WMBD, Peoria, Ill.	Brooks Watson	WMBD, Peoria
WNBF, Binghamton, N. Y.	Jack J. Hand	WNBF, Binghamton
WOLF, Syracuse, N. Y.	Martin A. Burstein	WOLF, Syracuse
WINS, New York City	Maurice C. Dreicer	998 Fifth Ave., N. Y.
KROD, El Paso, Tex.	Alexander Kiersey	KROD, El Paso
KOA, Denver, Col.	Tor Torland	KOA, Denver

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JOHN BLAIR & CO.

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*AP—Associated Press
50 Rockefeller Plaza
New York City
*Serves CBS, MBS and NBC in Exchange of News Agreements

INS—International News Service
235 E. 45th St.
New York City

TP—Transradio Press Service
521 Fifth Ave.
New York City

UP—United Press
220 E. 42nd St.
New York City

(As reported to January 1, 1941, by AP, INS and UP; TP clients reported by individual stations.)

City	*Station*	*Service*
ALABAMA		
Anniston	WHMA	UP
Birmingham	WAPI	UP
Birmingham	WBRC	INS
Birmingham	WSGN	AP
Decatur	WMSL	UP
Dothan	WAGF	AP, TP
Gadsden	WJBY	TP
Huntsville	WBHP	UP
Mobile	WALA	INS
Mobile	WMOB	TP, UP
Montgomery	WCOV	TP
Montgomery	WSFA	INS
Opelika	WJHO	UP
Selma	WHBB	TP
Sheffield	WMSD	UP
Tuscaloosa	WJRD	INS
ARIZONA		
Globe	KWJB	UP
Jerome	KCRJ	TP
Lowell	KSUN	TP
Phoenix	KOY	TP
Phoenix	KPHO	INS
Phoenix	KTAR	INS, UP
Prescott	KYCA	INS, TP
Safford	KGLU	TP, UP
Tucson	KTUC	TP
Tucson	KVOA	UP
Yuma	KYUM	UP
ARKANSAS		
Blytheville	KLCN	TP
El Dorado	KELD	INS
Fort Smith	KFPW	UP
Hot Springs	KTHS	AP
Hot Springs	KWFC	UP
Jonesboro	KBTM	TP
Little Rock	KARK	INS
Little Rock	KLRA	UP
Pine Bluff	KOTN	UP
Siloam Springs	KUOA	UP
CALIFORNIA		
Bakersfield	KERN	INS
Bakersfield	KPMC	UP
Berkeley	KRE	INS, TP
Eureka	KIEM	UP
Fresno	KARM	INS
Fresno	KMJ	UP
Glendale	KIEV	UP
Long Beach	KFOX	UP
Long Beach	KGER	AP, TP
Los Angeles	KECA	UP
Los Angeles	KFAC	UP
Los Angeles	KFI	UP
Los Angeles	KFVD	UP
Los Angeles	KFWB	INS
Los Angeles	KGFJ	INS
Los Angeles	KHJ	INS
Los Angeles (Beverly Hills)	KMPC	TP, UP
Los Angeles	KMTR	TP
Los Angeles	KNX	INS, UP
Los Angeles	KRKD	INS
Merced	KYOS	UP
Modesto	KTRB	UP
Monterey	KDON	UP
Oakland	KLS	INS
Oakland	KLX	AP
Oakland	KROW	INS
Sacramento	KFBK	UP
Sacramento	KROY	INS
San Bernardino	KFXM	UP
San Diego	KFSD	UP
San Francisco	KFRC	INS
San Francisco	KGEI	INS
San Francisco	KGO	INS, UP
San Francisco	KJBS	INS, UP
San Francisco	KPO	INS, UP
San Francisco	KSAN	INS, UP
San Francisco	KSFO	INS
San Francisco	KYA	INS
San Jose	KQW	UP
Santa Barbara	KTMS	AP, INS
Santa Rosa	KSRO	AP, INS, UP
Stockton	KGDM	INS
Stockton	KWG	UP
Visalia	KTKC	UP
Don Lee Broadcasting System (Uses AP and INS)		
COLORADO		
Alamosa	KGIW	TP
Colorado Springs	KVOR	AP
Denver	KFEL	TP
Denver	KLZ	INS
Denver	KOA	INS, UP
Denver	KVOD	UP
Durango	KIUP	TP
Grand Junction	KFXJ	UP
Greeley	KFKA	UP
La Junta	KOKO	TP
Lamar	KIDW	TP, UP
Pueblo	KGHF	AP
CONNECTICUT		
Hartford	WDRC	UP
Hartford	WTHT	AP
Hartford	WTIC	TP
New Britain	WNBC	UP
New Haven	WELI	UP
Waterbury	WATR	TP
Waterbury	WBRY	AP
DELAWARE		
Wilmington	WDEL	TP
Wilmington	WILM	TP
DISTRICT OF COLUMBIA		
Washington	WINX	INS
Washington	WJSV	AP, UP
Washington	WMAL	INS, UP
Washington	WOL	TP
Washington	WRC	INS, UP
FLORIDA		
Daytona Beach	WMFJ	TP
Fort Lauderdale	WFTL	AP, UP
Fort Myers	WFTM	INS
Gainesville	WRUF	AP
Jacksonville	WJAX	INS
Jacksonville	WJHP	AP
Jacksonville	WMBR	UP
Lakeland	WLAK	UP
Miami	WIOD	INS, UP
Miami	WQAM	UP
Miami Beach	WKAT	UP
Ocala	WTMC	AP
Orlando	WDBO	UP
Orlando	WLOF	INS
Panama City	WDLP	AP
Pensacola	WCOA	AP
St. Augustine	WFOY	UP
St. Petersburg	WSUN	UP
St. Petersburg	WTSP	INS, UP
Sarasota	WSPB	UP
Tampa	WDAE	INS
Tampa	WFLA	UP
West Palm Beach	WJNO	UP
GEORGIA		
Albany	WGPC	UP
Athens	WGAU	AP, UP
Atlanta	WAGA	UP
Atlanta	WATL	INS
Atlanta	WGST	TP
Atlanta	WSB	AP, UP
Augusta	WGAC	AP, UP
Augusta	WRDW	AP, UP
Brunswick	WMOG	UP
Columbus	WRBL	INS
Cordele	WMJM	UP
Dalton	WBLJ	INS
Griffin	WKEU	TP
Macon	WMAZ	INS
Macon	WMBL	UP
Moultrie	WMGA	UP
Rome	WRGA	UP
Savannah	WSAV	INS
Savannah	WTOC	UP
Thomasville	WPAX	UP
Valdosta	WGOV	UP
Waycross	WAYX	AP
West Point	WDAK	INS
IDAHO		
Boise	KIDO	UP, AP
Idaho Falls	KID	TP
Lewiston	KRLC	UP
Nampa	KXFD	UP
Pocatello	KSEI	TP
Twin Falls	KTFI	TP
Wallace	KWAL	UP
ILLINOIS		
Aurora	WMRO	AP
Bloomington	WJBC	TP
Champaign	WDWS	UP
Chicago	WAAF	UP
Chicago	WBBM	INS, UP
Chicago	WCFL	UP
Chicago	WEDC	UP
Chicago	WENR	INS, UP
Chicago	WGN	AP, UP
Chicago	WJJD	TP
Chicago	WLS	TP, UP
Chicago	WMAQ	INS, UP
Chicago	WSBC	INS
Chicago	WIND	TP
Cicero	WHFC	UP
Danville	WDAN	UP
Decatur	WSOY	AP
E. St. Louis	WTMV	INS
Galesburg	WGIL	INS, UP
Harrisburg	WEBQ	TP, UP
Herrin	WJPF	UP
Joliet	WCLS	UP
Peoria	WMBD	UP
ILLINOIS (Continued)		
Quincy	WTAD	UP
Rock Island	WHBF	UP
Rockford	WROK	UP
Springfield	WCBS	AP
Springfield	WTAX	INS
Tuscola	WDZ	UP
Urbana	WILL	AP
INDIANA		
Anderson	WHBU	UP
Elkhart	WTRC	UP
Evansville	WEOA	UP
Evansville	WGBF	UP
Fort Wayne	WGL	UP
Fort Wayne	WOWO	UP
Hammond	WHIP	UP
Indianapolis	WFBM	INS
Indianapolis	WIBC	UP
Indianapolis	WIRE	AP, UP
Kokomo	WKMO	INS
Muncie	WLBC	UP
Richmond	WKBV	INS
South Bend	WFAM	UP
South Bend	WSBT	UP
Terre Haute	WBOW	TP
Vincennes	WAOV	AP
IOWA		
Ames	WOI	UP
Cedar Rapids	WMT	UP
Davenport	WOC	UP
Des Moines	KRNT	AP, UP
Des Moines	KSO	UP
Des Moines	WHO	UP, INS
Dubuque	WKBB	TP
Fort Dodge	KVFD	UP
Iowa City	WSUI	AP
Marshalltown	KFJB	UP
Mason City	KGLO	AP, UP
Shenandoah	KFNF	TP
Shenandoah	KMA	UP
Sioux City	KSCJ	AP
Sioux City	KTRI	UP
KANSAS		
Coffeyville	KGGF	AP
Dodge City	KGNO	AP
Emporia	KTSW	UP
Garden City	KIUL	UP
Great Bend	KVGB	AP, TP
Hutchinson	KWBG	UP
Kansas City	KCKN	UP
Lawrence	WREN	UP
Manhattan	KSAC	AP
Pittsburg	KOAM	INS
Salina	KSAL	AP
Topeka	WIBW	AP, UP
Wichita	KANS	UP
Wichita	KFBI	INS
Wichita	KFH	UP
KENTUCKY		
Ashland	WCMI	UP
Bowling Green	WLBJ	TP
Hopkinsville	WHOP	TP
Lexington	WLAP	UP
Louisville	WAVE	INS
Louisville	WGRC	TP
Louisville	WHAS	INS, UP
Louisville	WINN	TP
Owensboro	WOMI	AP
Paducah	WPAD	AP, TP
LOUISIANA		
Alexandria	KALB	INS
Baton Rouge	WJBO	UP
Lafayette	KVOL	UP
Lake Charles	KPLC	UP
Monroe	KMLB	UP
New Orleans	WDSU	INS
New Orleans	WNOE	UP
New Orleans	WSMB	TP
New Orleans	WWL	UP
Shreveport	KRMD	INS
Shreveport	KTBS	AP, UP
Shreveport	KWKH	UP
MAINE		
Bangor	WABI	AP
Bangor	WLBZ	UP
Lewiston	WCOU	UP
Portland	WCSH	UP
Portland	WGAN	UP
MARYLAND		
Baltimore	WBAL	INS, UP
Baltimore	WCAO	INS
Baltimore	WCBM	INS
Baltimore	WFBR	INS
Cumberland	WTBO	UP
Frederick	WFMD	TP
Hagerstown	WJEJ	TP
Salisbury	WBOC	UP
MASSACHUSETTS		
Boston	WBZ	AP, UP
Boston	WCOP	INS
Boston	WEEI	AP, UP
Boston	WHDH	TP
Boston	WMEX	INS
Boston	WORL	UP
Boston	The Yankee Netw'k	INS
Greenfield	WHAI	TP
Lawrence	WLAW	TP
Lowell	WLLH	INS
Pittsfield	WBRK	TP
Salem	WESX	INS
Springfield	WBZA	UP
Springfield	WMAS	INS
Springfield	WSPR	TP
Worcester	WORC	TP
Worcester	WTAG	AP
West Yarmouth	WOCB	TP
MICHIGAN		
Battle Creek	WELL	AP, UP
Bay City	WBCM	UP
Calumet	WHDF	AP
Detroit	WJBK	INS
Detroit	WJR	INS
Detroit	WMBC	INS
Detroit	WWJ	UP
Detroit	WXYZ	UP
Flint	WFDF	INS
Grand Rapids	WASH	UP
Grand Rapids	WLAV	INS
Grand Rapids	WOOD	UP
Ironwood	WJMS	AP, UP
Jackson	WIBM	AP
Kalamazoo	WKZO	TP
Lansing	WJIM	TP
Marquette	WDMJ	TP
Muskegon	WKBZ	UP
Pontiac	WCAR	TP
Port Huron	WHLS	UP
Royal Oak	WEXL	INS
Saginaw	WSAM	INS
Sault Ste. Marie	WSOO	AP, TP
MINNESOTA		
Albert Lea	KATE	UP
Duluth	KDAL	TP
Duluth	WEBC	AP, UP
Fergus Falls	KGDE	TP
Hibbing	WMFG	UP
Mankato	KYSM	UP
Minneapolis-St. Paul	KSTP	UP
Minneapolis-St. Paul	WCCO	UP
Minneapolis-St. Paul	WDGY	AP, TP
Minneapolis-St. Paul	WLB	UP
Minneapolis-St. Paul	WLOL	INS
Minneapolis-St. Paul	WMIN	AP, INS
Minneapolis-St. Paul	WTCN	INS
Moorhead	KVOX	UP
Rochester	KROC	UP
St. Cloud	KFAM	AP, UP
Virginia	WHLB	UP
Winona	KWNO	UP
MISSISSIPPI		
Columbus	WCBI	AP
Gulfport	WGCM	INS
Greenville	WJPR	UP
Greenwood	WGRM	INS
Hattiesburg	WFOR	TP
Jackson	WJDX	UP
Jackson	WSLI	INS
Laurel	WAML	UP
Meridian	WCOC	UP
McComb	WSKB	UP
Vicksburg	WQBC	AP
MISSOURI		
Cape Girardeau	KFVS	TP
Clayton	KFUO	UP
Columbia	KFRU	INS, UP
Jefferson City	KWOS	AP, UP
Joplin	WMBH	UP
Kansas City	KCMO	UP
Kansas City	KITE	UP
Kansas City	KMBC	TP
Kansas City	WDAF	AP
Kansas City	WHB	INS
Poplar Bluff	KWOC	AP
St. Joseph	KFEQ	UP
St. Louis	KMOX	AP, TP, UP
St. Louis	KSD	AP
St. Louis	KWK	UP
St. Louis	KXOK	INS, UP
St. Louis	WEW	INS
St. Louis	WIL	INS
Sedalia	KDRO	UP
Springfield	KGBX	UP
Springfield	KWTO	UP
MONTANA		
Billings	KGHL	UP
Bozeman	KRBM	TP
Butte	KGIR	TP
Great Falls	KFBB	UP

(*Continued on page 326*)

UNITED PRESS

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Performance!

Radio Stations Subscribing to
MAJOR PRESS ASSOCIATION NEWS SERVICES

(Continued from page 324)

City	Station	Service
MONTANA (Continued)		
Helena	KPFA	TP
Kalispell	KGEZ	UP
Missoula	KGVO	UP
Wolf Point	KGCX	TP
NEBRASKA		
Fremont	KORN	AP
Grand Island	KMMJ	UP
Hastings	KHAS	AP
Kearney	KGFW	INS
Lincoln	KFAB	INS
Lincoln	KFOR	INS
Norfolk	WJAG	AP
North Platte	KGNF	UP
Omaha	KOIL	INS
Omaha	KOWH	UP
Omaha	WOW	UP
Scottsbluff	KGKY	TP
NEVADA		
Las Vegas	KENO	TP
Reno	KOH	UP
NEW HAMPSHIRE		
Keene	WKNE	UP
Laconia	WLNH	UP
Manchester	WFEA	UP
Portsmouth	WHEB	UP
NEW JERSEY		
Atlantic City	WBAB	AP
Atlantic City	WFPG	INS
Bridgeton	WSNJ	UP
Camden	WCAM	TP
Jersey City	WAAT	INS, UP
Jersey City	WHOM	INS
Newark	WOR	TP, UP
Trenton	WTNJ	UP
NEW MEXICO		
Albuquerque	KGGM	TP
Albuquerque	KOB	INS, UP
Carlsbad	KLAH	TP
Clovis	KICA	UP, TP
Hobbs	KWEW	TP
Roswell	KGFL	AP, TP
Santa Fe	KVSF	TP
NEW YORK		
Albany	WABY	TP
Albany	WOKO	TP
Auburn	WMBO	AP
Binghamton	WNBF	UP
Buffalo	WBEN	UP
Buffalo	WBNY	TP
Buffalo	WEBR	UP
Buffalo	WGR	UP
Buffalo	WKBW	UP
Elmira	WENY	UP
Elmira	WESG	AP
Ithaca	WHCU	UP
Jamestown	WJTN	UP
Kingston	WKNY	INS
Newburgh	WGNY	UP
New York	WABC	INS, UP
New York	WBNX	INS
New York	WEAF	AP, INS, UP
New York	WHN	UP
New York	WINS	INS
New York	WJZ	AP, INS, UP
New York	WMCA	INS
New York	WNEW	AP
New York	WNYC	INS, AP
New York	WOR	TP, UP
New York	WOV	INS
New York	WQXR	AP
New York	WWRL	INS
Niagara Falls	WHLD	AP, UP
Ogdensburg	WSLB	UP
Olean	WHDL	UP
Plattsburg	WMFF	TP
Poughkeepsie	WKIP	AP
Rochester	WHAM	UP
Rochester	WHEC	INS
Rochester	WSAY	TP
Saranac Lake	WNBZ	TP
Schenectady	WGY	UP
Syracuse	WFBL	INS
Syracuse	WOLF	TP
Syracuse	WSYR	UP
Troy	WTRY	UP
Utica	WIBX	INS, TP
White Plains	WFAS	AP
NORTH CAROLINA		
Asheville	WISE	TP
Asheville	WWNC	UP
Charlotte	WBT	UP
Charlotte	WSOC	TP
Durham	WDNC	UP
Elizabeth City	WCNC	UP
Fayetteville	WFNC	UP
Gastonia	WGNC	UP
Goldsboro	WGBR	UP
Greensboro	WBIG	TP
Greenville	WGTC	UP
Hickory	WHKY	UP
High Point	WMFR	UP
Kinston	WFTC	TP
Raleigh	WPTF	UP
Raleigh	WRAL	TP
Rocky Mount	WEED	TP
Salisbury	WSTP	TP
NORTH CAROLINA (Continued)		
Wilmington	WMFD	TP
Wilson	WGTM	TP
Winston-Salem	WAIR	TP
Winston-Salem	WSJS	UP
NORTH DAKOTA		
Bismarck	KFYR	AP
Devils Lake	KDLR	TP
Fargo	WDAY	AP, TP, UP
Grand Forks	KFJM	TP
Jamestown	KRMC	TP
Mandan	KGCU	TP
Minot	KLPM	TP
OHIO		
Akron	WADC	TP
Akron	WAKR	UP
Akron	WJW	UP
Ashtubula	WICA	UP
Canton	WHBC	AP, UP
Cincinnati	WCKY	TP, UP
Cincinnati	WCPO	UP
Cincinnati	WKRC	AP
Cincinnati	WLW	AP, INS
Cincinnati	WSAI	AP, INS
Cleveland	WCLE	UP
Cleveland	WGAR	INS
Cleveland	WHK	UP
Cleveland	WTAM	UP
Columbus	WBNS	AP
Columbus	WCOL	INS
Columbus	WHKC	UP
Columbus	WOSU	UP
Dayton	WHIO	UP
Dayton	WING	INS, TP
Lima	WLOK	INS
Mansfield	WMAN	UP
Portsmouth	WPAY	UP
Springfield	WIZE	TP
Steubenville	WSTV	UP
Toledo	WSPD	INS, UP
Toledo	WTOL	UP
Youngstown	WKBN	TP
Youngstown	WFMJ	UP
Zanesville	WHIZ	INS, UP
OKLAHOMA		
Ada	KADA	TP
Ardmore	KVSO	AP
Enid	KCRC	AP
Muskogee	KBIX	AP
Oklahoma City	KOCY	UP
Oklahoma City	KOMA	UP
Oklahoma City	KTOK	UP
Oklahoma City	WKY	AP
Okmulgee	KHBG	UP
Ponca City	WBBZ	UP
Shawnee	KGFF	AP
Tulsa	KOME	TP
Tulsa	KTUL	UP
Tulsa	KVOO	INS, UP
OREGON		
Astoria	KAST	UP
Baker	KBKR	UP
Bend	KBND	UP
Corvallis	KOAC	UP
The Dalles	KODL	UP
Eugene	KORE	UP
Grants Pass	KUIN	AP
Klamath Falls	KFJI	UP
La Grande	KLBM	UP
Marshfield	KOOS	UP
Medford	KMED	TP, UP
Portland	KALE	INS, UP
Portland	KEX	INS
Portland	KGW	INS
Portland	KOIN	INS, UP
Portland	KWJJ	UP
Portland	KXL	UP
Roseburg	KRNR	AP
Salem	KSLM	UP
PENNSYLVANIA		
Allentown	WCBA	UP
Allentown	WSAN	UP
Altoona	WFBG	INS, TP
Du Bois	WCED	UP
Easton	WEST	TP
Erie	WLEU	TP, UP
Glenside	WIBG	UP
Harrisburg	WHP	UP
Harrisburg	WKBO	TP, UP
Hazleton	WAZL	TP
Johnstown	WJAC	INS, UP
Lancaster	WGAL	TP
New Castle	WKST	INS
New Kensington	WKPA	UP
Philadelphia	KYW	AP, UP
Philadelphia	WCAU	TP
Philadelphia	WDAS	INS
Philadelphia	WFIL	INS
Philadelphia	WIP	TP
Philadelphia	WPEN	TP
Philadelphia	WTEL	INS
Pittsburgh	KDKA	UP
Pittsburgh	WCAE	INS
Pittsburgh	WJAS	TP
Pittsburgh	WWSW	INS
Reading	WEEU	TP
Reading	WRAW	TP
Scranton	WARM	UP
PENNSYLVANIA (Continued)		
Scranton	WGBI	TP
Sharon	WPIC	UP
Sunbury	WKOK	UP
Uniontown	WMBS	AP
Wilkes-Barre	WBAX	UP
Wilkes-Barre	WBRE	TP
Williamsport	WRAK	UP
York	WORK	TP
RHODE ISLAND		
Pawtucket	WFCI	TP
Providence	WEAN	AP
Providence	WPRO	UP
SOUTH CAROLINA		
Charleston	WCSC	UP
Charleston	WTMA	AP
Columbia	WCOS	TP
Columbia	WIS	UP
Florence	WOLS	UP
Greenville	WFBC	TP, UP
Greenville	WMRC	INS
Spartanburg	WORD	UP
Spartanburg	WSPA	UP
Sumter	WFIG	UP
SOUTH DAKOTA		
Aberdeen	KABR	AP
Rapid City	KOBH	AP, TP
Sioux Falls	KSOO	UP
Sioux Falls	KELO	UP
Watertown	KWAT	UP
Yankton	WNAX	UP
TENNESSEE		
Bristol	WOPI	UP
Chattanooga	WAPO	INS
Chattanooga	WDOD	UP
Cookeville	WHUB	UP
Jackson	WTJS	UP
Johnson City	WJHL	UP
Kingsport	WKPT	UP
Knoxville	WNOX	UP
Knoxville	WROL	AP, INS
Memphis	WHBQ	UP
Memphis	WMC	UP
Memphis	WMPS	UP
Memphis	WREC	UP
Nashville	WLAC	UP
Nashville	WSIX	TP
Nashville	WSM	INS
TEXAS		
Abilene	KRBC	UP
Amarillo	KFDA	INS
Amarillo	KGNC	UP
Austin	KNOW	UP
Austin	KTBC	INS
Beaumont	KFDM	UP
Beaumont	KRIC	INS
Big Spring	KBST	UP
Corpus Christi	KRIS	INS, TP
Corsicana	KAND	UP
Dallas	KRLD	INS
Dallas	WFAA	UP
Dallas	WRR	TP
Denton	KDNT	UP
El Paso	KROD	INS
El Paso	KTSM	UP
Fort Worth	KFJZ	UP
Fort Worth	KGKO	INS, UP
Fort Worth	WBAP	AP
Galveston	KLUF	UP
Houston	KPRC	AP
Houston	KTRH	UP
Houston	KXYZ	INS, TP
Longview	KFRO	UP
Lubbock	KFYO	UP
Lufkin	KRBA	TP
Midland	KRLH	UP
Pampa	KPDN	AP, UP
Paris	KPLT	UP
Pecos	KIUN	TP
Port Arthur	KPAC	AP, TP
San Angelo	KGKL	AP, UP
San Antonio	KABC	UP
San Antonio	KTSA	UP
San Antonio	WOAI	INS, UP
Sherman	KRRV	UP
Sweetwater	KXOX	UP
Temple	KTEM	UP
Texarkana	KCMC	UP
Tyler	KGKB	UP
Vernon	KVWC	AP
Victoria	KVIC	UP
Waco	WACO	INS, UP
Weslaco	KRGV	UP
Wichita Falls	KWFT	UP
UTAH		
Cedar City	KSUB	TP
Ogden	KLO	AP
Logan	KVNU	UP
Price	KEUB	AP, TP
Provo	KOVO	AP, UP
Salt Lake City	KDYL	UP, TP
Salt Lake City	KSL	INS, UP
Salt Lake City	KUTA	INS
VERMONT		
Burlington	WCAX	AP
Rutland	WSYB	TP
St. Albans	WQDM	TP
Waterbury	WDEV	UP
VIRGINIA		
Charlottesville	WCHV	UP
Danville	WBTM	TP
Fredericksburg	WFVA	UP
Harrisonburg	WSVA	TP
Lynchburg	WLVA	TP
Newport News	WGH	AP
Norfolk	WTAR	UP
Petersburg	WPID	AP
Richmond	WMBG	TP
Richmond	WRNL	UP
Richmond	WRVA	UP
Roanoke	WDBJ	UP
Roanoke	WSLS	TP
Suffolk	WLPM	UP
WASHINGTON		
Aberdeen	KXRO	UP
Bellingham	KVOS	TP
Centralia	KELA	UP
Longview	KWLK	AP, UP
Olympia	KGY	TP, UP
Seattle	KIRO	TP
Seattle	KJR	UP
Seattle	KOL	UP
Seattle	KRSC	TP
Seattle	KXA	INS
Spokane	KFIO	UP
Spokane	KFPY	UP
Spokane	KHQ	TP
Tacoma	KMO	AP, UP
Vancouver	KVAN	UP
Walla Walla	KUJ	UP
Wenatchee	KPQ	TP
Yakima	KIT	UP
WEST VIRGINIA		
Beckley	WJLS	UP
Bluefield	WHIS	AP
Charleston	WCHS	UP
Charleston	WGKV	AP, UP
Clarksburg	WBLK	AP, UP
Fairmont	WMMN	UP
Huntington	WSAZ	AP
Logan	WLOG	UP
Parkersburg	WPAR	UP
Welch	WBRW	TP
Wheeling	WWVA	UP
Williamson	WBTH	UP
WISCONSIN		
Appleton	WHBY	UP
Ashland	WATW	UP
Eau Claire	WEAU	UP
Fond du Lac	KFIZ	UP
Green Bay	WTAQ	UP
Janesville	WCLO	AP
LaCrosse	WKBH	UP
Madison	WIBA	UP
Manitowoc	WOMT	UP
Marinette	WMAM	UP
Milwaukee	WEMP	UP
Milwaukee	WISN	INS
Milwaukee	WTMJ	AP
Poynette	WIBU	UP
Racine	WRJN	INS
Rice Lake	WJMC	TP
Sheboygan	WHBL	UP
Wausau	WSAU	UP
WYOMING		
Casper	KDFN	TP
Cheyenne	KFBC	UP
Cheyenne	KYAN	TP
Rock Springs	KVRS	TP
Sheridan	KWYO	TP
ALASKA		
Juneau	KINY	INS

TP CANADIAN CLIENTS

(As reported by stations)

City	Station
Calgary, Alta.	CFCN
Grande Prairie, Alta.	CFGP
Vancouver, B. C.	CJOR
Flin Flon, Man.	CFAR
Winnipeg, Man.	CJRC
Fredericton, N. B.	CFNB
Moncton, N. B.	CKCW
Halifax, N. S.	CHNS
Sydney, N. S.	CJCB-CJCX
Yarmouth, N. S.	CJLS
Charlottetown, P. E. I.	CFCY
Brantford, Ont.	CKPC
Chatham, Ont.	CFCO
Fort William, Ont.	CKPR
Hamilton, Ont.	CHML
Hamilton, Ont.	CKOC
Kitchener, Ont.	CKCR
North Bay, Ont.	CFCH
Ottawa, Ont.	CKCO
St. Catherines, Ont.	CKTB
Sault te. Marie, Ont.	CJIC
Stratford, Ont.	CJCS
Sudbury, Ont.	CKSO
Toronto, Ont.	CKCL
Wingham, Ont	CKNX
Montreal, Que.	CFCF
Rouyn, Que.	CKRN
Val d'Or, Que.	CKVD
Regina, Sask.	CJRM

MEXICO

City	Station	Service
Reynosa	XEAW	INS

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INTERNATIONAL NEWS SERVICE

Louis Alwell—235 E. 45th St., New York City.

ALABAMA

Anniston Star—Edwin Mullinax.
Birmingham News & Age-Herald—Turner Jordan.
Birmingham Post—Jean Moyer.
Birmingham Southern Radio News—Ormand Black.
Mobile Press-Register—George Cox.
Montgomery Advertiser—William J. Mahoney.

ARIZONA

Bisbee Ore & Review—Folsom Moore.
Douglas Dispatch—John A. Curry.
Globe Arizona Record—Ralph Herron.
Globe Arizona Silver Belt—San Kiami.
Nogales Herald—Don Smith.
Phoenix Arizona Republic—Frank Ross.
Phoenix Arizona Farmer—Les Mawhinney.
Phoenix Gazette—C. G. Nuckolls.
Prescott Courier—Margaret Hirscfelt.
Safford Graham Guardian—Paul Richards.
Tucson Arizona Daily Star—Al Wilke.
Tucson Daily Citizen—William Wallace.
Yuma Daily Sun & Sentinel—Karl E. Allen.

ARKANSAS

Fort Smith Tribune—Gene Gutheridge.
Hot Springs New Era and Sentinel-Record —Kent Rush.
Jonesboro Daily Tribune—Donald Murray.
Jonesboro Evening Sun—Fred Troutt.
Little Rock Arkansas Democrat—Evelyn Green.
Little Rock Arkansas Gazette—Inez Hale McDuff.
Siloam Springs Herald & Democrat—A. W. Perrine.

CALIFORNIA

Anaheim Bulletin—Lotus Loudon.
Bakersfield Californian—William Moses.
Berkeley Daily Gazette—Helene Peters.
Chico Daily Record—Ralph Rivet.
Eureka Humboldt Standard—Don O'Kane.
Eureka Humboldt Times—J. H. Crothers.
Fresno Bee—Art Welter.
Fresno Guide—James McCollum.
Fullerton News Tribune—Ed Elfstrom.
Hanford Sentinel & Journal—J. E. Richmond.
Hollywood Citizen-News—Zuma Palmer.
Hollywood Shopping News—John Kemp.
Hollywood Daily Variety—Jack Hellman.
Hollywood Radio Life—Hanson Hathaway.
Huntington Park Signal—George Keyzers.
Long Beach Independent—Wayne Parker.
Long Beach Press-Telegram—Jimmy Allen.
Los Angeles Newspapers—Jack Holmes, 3035 Farmdale Ave. (syndicated).
Marysville Appeal - Democrat — Horace Thomas.
Merced Sun-Star—Dan O'Neill.
Oakland Tribune—Charles McIntosh.
Oakland Post-Enquirer—Richard Loomis.
Pasadena Post—Bill Bird.
Pasadena Star-News—Reginald Warren.
Porterville Recorder—Homer Wood.
Santa Barbara News-Press—Elinor Hayes.
San Francisco Call-Bulletin—Bob Hall.
San Francisco Examiner—Edward Murphy.
San Francisco Chronicle—Herb Cadne.
San Francisco News—Emilia Hodel.
San Francisco Shopping News—Tom Tyrell (Tom Foster).
Sacramento Bee—Donald Schofield.
San Bernardino Sun—Earl Buey.
San Bernardino Telegram—Arthur Brown.
San Diego Union and Tribune-Sun—Maury Savage.
San Luis Obispo Telegram Tribune—J. Paulson.
Santa Maria Times—G. A. Martin.
Santa Ana Independent—A. B. Berry.
Santa Barbara News-Press—Charles Jones.
Stockton Record—Jack Boden.
Tulare Times & Advance-Register — Bob Whiteside.
Visalia Times-Delta—Click Relander.
Watsonville Register & Pajaronian—Frank Orr.

COLORADO

Alamosa Daily Courier—Alexis McKinney.
Denver Post—Betty Craig.
Denver Rocky Mountain News — James Briggs, Mark Rousseau.
Grand Junction Sentinel—Preston Walker.
La Junta Daily Tribune—Ammanuel Diel.
La Junta Daily Democrat—Jerry Sheridan.
Pueblo Star-Journal & Chieftain—Phil Kerby.

CONNECTICUT

Bridgeport Post-Telegram—W. Rockwell Clark.
Bridgeport Times-Star—Fred Thoms.
Bridgeport Herald—Leo Miller.
Greenwich Time—Bernie Yudain.
Hartford Times—Harold Waldo.
Hartford Courant—Douglas Fellows.
New Haven Register—John Day Jackson.
South Norwalk Sentinel—Rod Leland.
Waterbury Democrat—James Parker.
Waterbury Republican & American—E. Christy Erk.

DISTRICT OF COLUMBIA

Washington Post—Richard Coe.
Washington Star—William Coyle.
Washington Daily News—Fred Comstock.
Washington Times-Herald—William Frank.

FLORIDA

Fort Lauderdale Daily News—Marrie Collison.
Fort Lauderdale Times—J. Edward Ford.
Fort Myers Southwest Floridan—George Hosmer.
Jacksonville Florida Times-Union—R. G. Moffett.
Jacksonville Journal—James Massey.
Lakeland Ledger—Harris Simms.
Miami Daily News—James McLean
Miami Herald—Marion Stevens.
Ocala Banner—Harris Powers.
Ocala Star—H. Leavengood.
Orlando Morning Sentinel—L. J. Hagood.
Orlando Evening Reporter-Star — Allyn Green.
Orlando Times—William Glenn.
Pensacola News-Journal—Charles Sullivan.
St. Augustine Record—Nina Hawkins.
St. Petersburg Times—Bill Sharpnack.
St. Petersburg Independent—Bill Dunlap.
Sarasota Herald-Tribune—Bill Coe.
Tampa Times—Joe F. Smiley.
Tampa Tribune—Gordon Grant.

GEORGIA

Atlanta Journal—Ernest Rogers.
Atlanta Constitution—Howell Jones.
Augusta Chronicle—Bob Parks.
Augusta Herald—Sam Moss.
Columbus Free Press—Frank Bunting.
Cordele Dispatch—John Brown.
Macon Telegraph-News—Donald McDonald.
Milledgeville Daily Times—Harold Allen.
Rome News-Tribune—Lewis Higgins.
Savannah News—Gray Brandon.
Savannah Press—J. P. Miller.
Savannah Community News—Sam Collins.
Waycross Journal-Herald—Jack Williams Jr.

ILLINOIS

Champaign News-Gazette—Ed Borman.
Chicago Tribune—Larry Wolters.
Chicago Herald-American — Lorene Nystrom.
Chicago Times—Don Foster, Bill Irwin.
Chicago Daily News—John Smith, Joseph Gorg.
Cicero and Berwyn Life—E. Stahnke.
Cicero Times—M. Kaplan.
Danville Commercial-News—H. B. Keck.
Decatur Herald & Review—Elmer O. McCann.
Harrisburg Register—Alta Givens.
Harrisburg Marion Republican — Homer Butler.
Joliet Herald-News—Mavis Wenzel.
Moline Dispatch—Fred Klann.
Peoria Star—Golda Lauterbach.
Peoria Journal-Transcript—R. M. Shepherdson.
Rockford Star and Register-Republic—William R. Traum.
Rock Island Argus—Don Wright.
Springfield Illinois State Journal—Harry Moody.
Tuscola Review—Gene Dilliner.
Urbana Courier—Robert Sink.

INDIANA

Anderson Herald—William Toner.
Elkhart Daily Truth—Dan Albrich.
Decatur Truth—Arthur Holthouse.
Goshen News-Democrat—Herb Swartz.
Evansville Press—Theodore Nadelstein.
Evansville Courier—Clarence Kerlin.
Evansville Sunday Courier & Press—John Bell.

INDIANA (Continued)

Fort Wayne Journal-Gazette — Chester Brouwer.
Fort Wayne News-Sentinel—Arthur Remmel.
Gary Times—L. B. Snowden.
Hammond Times—Paul K. Damai.
Indianapolis Star — Robert G. Tucker, Lowell Kern.
Indianapolis News—Herbert J. Kenney Jr.
Indianapolis Times—James Thrasher, Tom Kennedy.
South Bend Tribune—Ira Carpenter.
Terre Haute Tribune—Marcee Cox.
Terre Haute Star—David Fox.
Terre Haute Spectator—Richard Tuttle.
Vincennes Sun-Commercial—Ross H. Garrigus.
W. Lafayette Journal-Courier — Richard Greenwood.

IOWA

Cedar Rapids Gazette—Earl Reike.
Council Bluffs Nonpareil—Louise Doty.
Creston News Advertiser—W. E. Day.
Davenport Democrat & Leader—Ina Wickham.
Davenport Times—Tom O'Hearn.
Des Moines Register & Tribune—Mary Little.
Iowa City Press Citizen—Art Bellaire.
Mason City Globe-Gazette—H. B. Hook.
Shenandoah Evening Sentinel—Paul Lang.
Sioux City Journal—John Carey.
Sioux City Tribune—John Kelly.
Waterloo Courier—Velva Davis.

KANSAS

Dodge City Daily Globe—J. A. Allen.
Emporia Times—Mae Clausen.
Great Bend Tribune—Merrill D. Spencer.
Kansas City Kansan—C. H. Nohe.
Lawrence Journal-World—Bob Busby.
Manhattan Mercury—H. O. Dendurant.
Manhattan Chronicle—Charles Platt.
Pittsburg Advertiser—Cap Runion.
Salina Journal—Chester Coe.
Topeka Capital—E. D. Keilman.
Topeka State Journal—George Hillyer.
Wichita Beacon—Sidney Coleman.
Wichita Eagle—Marc Cullen.

KENTUCKY

Lexington Herald-News—Dick Ferguson.
Louisville Courier-Journal and Times — James Sheehy, Grady Clay.
Owensboro Messenger—John W. Potter.
Owensboro Enquirer—L. D. Gasser.

LOUISIANA

Baton Rouge State Times—Ernest Gueymard.
Baton Rouge Morning Advocate—J. C. Allemand.
New Orleans Times-Picayune & Daily States—Mercia Matteau.
New Orleans Item Tribune—Edith Ballard.
Shreveport Journal—Fred Currie Jr.
Shreveport Times—Pat White.

MAINE

Augusta Kennebec Journal—Ruth Fossett.
Bangor Daily Commercial—B. M. Havey.
Bangor Daily News—John O'Connell.
Portland Press-Herald—F. Erwin Counsins.
Portland Express—Nathaniel E. Gordon.
Portland Sunday Telegram—Harold Cram.

MARYLAND

Baltimore News-Post and Sunday American —J. Hammond Brown.
Baltimore Morning Sun—Ernest Chapman.
Baltimore Evening Sun—Harry Stewart.
Baltimore Sunday Sun—Frances Hiss.
Salisbury Times—Richard Curtiss.

MASSACHUSETTS

Boston Sunday Advertiser—Newcomb F. Thompson.
Boston Globe—Elizabeth L. Sullivan.
Boston Herald & Traveler—Alice C. Quinlan.
Christian Science Monitor (Boston)—Albert D. Hughes.
Boston Post—Howard W. Fitzpatrick.
Boston Transcript—Morris Hastings.
Boston American—Newcomb Thompson.
Harwich Independent—Harry Albro.
Lawrence Eagle & Tribune—Sebastian Bartolotte.
Lowell Citizen-Courier & Leader—Ethel K. Billings.
Newburyport News—W. E. Bartlett.
Lowell Sun—Charles G. Sampas.
Nantucket Inquirer & Mirror—H. B. Turner.
New Bedford Standard-Mercury — John Dakin.

MASSACHUSETTS (Continued)

Springfield Union—Henry P. Lewis, Violet Tiffany.
Springfield Republican—Richard Fernald.
Springfield Daily News—Richard Fernald.
Worcester Telegram & Gazette—Frederic Rushton.

MICHIGAN

Battle Creek Enquirer-News—Louis Sinclair.
Bay City Times—Margaret Ellison.
Detroit News—Herschell Hart.
Detroit Times—Pat Dennis.
Detroit Free Press—Frank Gill, Douglas Martin.
Lansing State Journal—Jerry Root.
Flint Journal—Dave Hoff.
Flint News Advertiser—Irving Chimovitz.
Grand Rapids Herald—William McLaren.
Grand Rapids Press—Evelyn Husen.
Grand Rapids Chronicle—Ray Doran.
Grand Rapids Shopping News—M. K. DeGroot.
Houghton Mining Gazette—John B. Brown.
Houghton News-Journal—Peter Fausone.
Ironwood Times—H. O. Sonneysn.
Jackson Citizen-Patriot—Helen Carlton.
Kalamazoo Gazette—R. A. Patton.
Kalamazoo News Advertiser—Fred Bayers.
Lapeer County Press—William Mayers.
Muskegon Chronicle—Paul Elliott.
Royal Oak Tribune—Lynn Miller.
Saginaw News—Leslie Wahl.

MINNESOTA

Duluth News-Tribune—Nathan Cohen.
Duluth News Tribune—James Watts.
Hibbing Daily Tribune—George Fisher.
Minneapolis Tribune—Enar A. Ahlstrom.
Minneapolis Star-Journal—George Grim, Jean Huck.
Moorhead Daily News—Ed Eastman.
St. Paul Pioneer Press and Dispatch—Jules L. Steele, C. T. Peterson.
Virginia Daily Enterprise—Gus Hancock.
Willmar Tribune—Reuben Bengston.
Winona Republican-Herald—Gordon Closway.

MISSISSIPPI

Vicksburg Evening Post—B. C. Conway.
Jackson Advertiser—Ralph Maddox.
Columbus Commercial Dispatch — Drew Shankle.

MISSOURI

Columbia Missourian—E. A. Soderstrom.
Columbia Tribune—Hollis Edwards.
Kansas City Journal—Robert Locke.
Kansas City Star—H. Dean Fitzer.
St. Joseph News-Press—Prentis Mooney.
St. Louis Post-Dispatch—James Spencer.
St. Louis Globe-Democrat—Harry LaMertha.
St. Louis Star-Times—Harriett Hagan.
Springfield News and Leader & Press—James Billings.

NEBRASKA

Fremont Morning Guide—Les Walker.
Kearney Daily Hub—Dwight King.
Kearney Daily News—Henry Kroger.
Lincoln Nebraska State Journal and Star —Bruce Nicoll.
Norfolk Daily News—Art Thomas.
North Platte Evening Telegraph—Art Samuelson.
North Platte Lincoln County Tribune—Harrison Tout.
Omaha World-Herald—Keith Wilson.
Omaha Daily Tribune—Carl Peter.

NEVADA

Reno Evening Gazette—John Sanford.
Reno Nevada State Journal—Frank Sullivan.

NEW HAMPSHIRE

Laconia Citizen—Elwin Twombly.
Manchester Union & Leader—Joseph Dery.
Manchester L'Avenir National — Joseph Benoit.

NEW JERSEY

Atlantic City Press & Union—Howard Dimon.
Bound Brook Chronicle News—Irving J. Reimers.
Camden Courier-Post—Marian Gilson.
Camden South Jersey News—Larry Casey.
Camden Argus—William H. Jeffries.
Jersey City Jersey Journal—C. J. Ingram.
Long Branch Daily Record — Houston Brown.
Newark News—Herbert Ide.
Plainfield Courier-News—Kenneth White.
New Brunswick Daily Home News—Will Baltin.

XUM

NEW JERSEY (Continued)

Red Bank Register—Thomas Brown.
Trenton News—Howard Waldron.
Union City Hudson Dispatch—Albert Boyle.
Vineland Evening Journal—Arthur J. Scholz.

NEW YORK

Auburn Citizen-Advertiser—William O. Dapping.
Binghamton Sun——L. Lyons.
Binghamton Press—Charles Peet.
Brooklyn Eagle—Joe Ranson.
Brooklyn Citizen—Murray Rosenberg.
Buffalo News—Joe Betzer.
Buffalo Courier-Express — Don Tranter, George Oliver.
Canton Plain Dealer—Williston Manley.
Elmira Star-Gazette—George E. McCann.
Elmira Advertiser—Charles Barber.
Elmira Sunday Telegram—Ed Van Dyke.
Ithaca Post-Standard—Sam Woodside.
Long Island Daily Advocate — Frank Frazier.
Middletown Times-Herald—Ray Dyule.
Newburgh News—Wes McGinn.
New York Daily News—Ben Gross.
New York World-Telegram—Alton Cook.
New York Post—Leonard Carleton.
New York Mirror—Nick Kenny.
New York Times—Tom Kennedy.
New York Herald-Tribune — Betty Colclough.
New York Journal-American—Tom Brooks.
New York Sun—E. L. Bragdon.
New York PM—John T. McManus.
Time Magazine, Time & Life Bldg., New York—Frank Norris.
Newsweek Magazine, New York City — Allan Finn.
Niagara Falls Gazette—Bill Boles.
Olean Times-Herald—Arthur Wakelee.
Plattsburg Daily Press—William Lynch.
Plattsburg Daily Republican — Thomas Farrell.
Poughkeepsie Star and Eagle News—Oscar Jun.
Poughkeepsie Sunday Courier—Ruth M. Shafer.
Rochester Times-Union and Democrat & Chronicle—Donald Yerger.
Rochester Daily Record—William Stratton.
Rochester Catholic Courier—Thomas O'-Connor.
Schenectady Gazette—John Hume.
Schenectady Union Star—Barnett Fowler.
Syracuse Post-Standard—Robert Gibson.
Troy Record—A. F. Demers.
Syracuse Herald-Journal—C. H. Vanderveer.
Syracuse Press—Don Rich.
Westchester County-Macy Newspaper—Jack DeSimone.

NORTH CAROLINA

Asheville Citizen—Clarence Sumner.
Asheville Times—O. C. Dawkins.
Asheville Advertiser—Walter Goan.
Durham Morning Herald—Fred Haney.
Durham Evening Sun—Wyatt C. Dixon.
Elizabeth City Independent—George W. Haskett.
Greenville News Leader—D. W. Mosier.
Greenville Daily Reflector—D. J. Whichard Jr.
Raleigh News & Observer — Charles J. Parker.
Raleigh Times—Irving Cheek.
Salisbury Post—John Hardin.
Thomasville Tribune—Frances Griffin.
Wilson Daily Times—John D. Gold.
Winston-Salem Journal and Twin City Sentinel—Stuart Rabb.

NORTH DAKOTA

Bismarck Tribune—William Moeller.
Bismarck Capital—Charles Goodwin.
Devils Lake World—Gordon Stefonowicz.
Fargo Forum—Roy Johnson.
Jamestown Sun—Urb Muenz.
Minot McLean County Independent—H. Dally.
Valley City Times-Herald—Phil Mark.

OHIO

Akron Beacon-Journal—Dorothy Doran.
Ashtabula Star-Beacon—Jack Gotshall.
Conneaut News-Herald—James Mohan.
Canton Repository—Felix Grass.
Cincinnati Post—Paul Kennedy.
Cincinnati Times-Star—France Raine.
Cincinnati Enquirer—Andrew Foppe.
Cleveland Plain Dealer—Robert S. Stephan.
Cleveland Press—Norman Seigel.
Cleveland News—Elmore Bacon.
Columbus Dispatch—Grant Dillman.
Columbus Citizen—Norman Nadel.
Columbus Ohio State Journal—Harold C. Eckert.
Dayton Daily News—Chuck Gay.
Dayton Herald—Robert Maltby.
Dayton Journal—Pete Zurlinden.
Geneva Free Press—Charles Bonsor.
Lima News—James Blissell.
Painesville Telegraph—Harold Johnson.
Portsmouth Times—Carl Hess.
Springfield News—Richard Wolbert.
Springfield Sun—Justin Henley.
Steubenville Herald-Star—Oral Pflug.
Toledo Blade—Richard Pheatt.
Toledo Times—Chester Morton.
Youngstown Vindicator—Caroline McDonald.
Zanesville Signal—John Okey.
Zanesville Times-Recorder—Joe Rathbun.
Zanesville News—Donald Wiseman.

OKLAHOMA

Ada Evening News—Paul Hughes.
Ardmore Daily Ardmoreite—Ramon Martin.
Elk City Daily News—Cullen Johnson.
Elk City Shopper-Journal—Jack Smith.
Enid Morning News—A. J. Strauss.
Muskogee Daily Phoenix Times-Democrat—P. A. Bruner.
Oklahoma City Daily Oklahoman—Bruce Palmer.
Oklahoma City Advertiser—Carl Leathwood.
Shawnee Morning News — Harold S. Humphrey.
Shawnee Evening Star—Jack Spencer.
Tulsa Radio Topics—Glenn Condon.
Tulsa World—Lucille Burns.
Tulsa Tribune—David Kerr.

OREGON

Astoria Astorian-Budget—Fred Andrus.
Bend Bulletin—James Brinton.
Eugene Register Guard—William Tugman.
Eugene Morning News—Aret Prio.
Grants Pass Courier—Earl Voorhies.
Marshfield Coos Bay Times—Francie Waterbury.
Portland Oregon Journal—Lawrence Gilbertson.
Portland Morning Oregonian — William Moyes.
Portland Shopping News—Grace Crawthorne.
Roseburg News-Review—C. U. Stanton.

PENNSYLVANIA

Altoona Tribune—Robert Boyer.
Altoona Mirror—Jack Rickabaugh.
Erie Times—Charles Wells.
Erie Dispatch-Herald—A. J. White.
Johnstown Tribune—Benn Coll.
Johnstown Democrat—John Sheridan.
Lancaster Intelligencer-Journal — Donald McCollough.
Lancaster New Era—Herbert Krone.
Lancaster Sunday News—Thomas Barber.
Philadelphia Bulletin—Elmer Cull.
Philadelphia Inquirer—Frank Rosen.
Philadelphia Public Ledger—George Opp.
Philadelphia Record—George Lilley.
Philadelphia Daily News—Raymond Gathrid.
Pittsburgh Press—Si Steinhauser.
Pittsburgh Post-Gazette—Vincent Johnson.
Pittsburgh Sun-Telegraph—Sam Kennedy.
Sunbury Daily Item—Reg Merriden.
Uniontown Herald—Jack Chidister.
Uniontown Evening Genius—Phil Connelly.
Uniontown Daily News-Standard—George Gray.
Wilkes-Barre Record—Wilbert Taylor.
Wilkes-Barre Times-Leader—Joe Murphy.
Wilkes-Barre Sunday Independent—Tom Heffernan, Jr.

RHODE ISLAND

Providence Journal and Bulletin—Ben Kaplan.
Pawtucket Times—Frank Healey.
Newport Herald—Ben Kaplan.
Newport News—Francis X. Flannery.
Woonsocket Call—Clifton Holman.

SOUTH CAROLINA

Anderson Independent—S. A. Hall.
Anderson Daily Mail—J. B. Hall.
Charleston News & Courier—T. R. Waring Jr.
Charleston Evening Post—Manning Rubin.
Columbia State—John Montgomery.
Columbia Record—Caldwell Withers.
Florence News—Roy Graham.
Florence Evening Star—Howard Carraway.
Greenville News and Piedmont—James Dawson.
Spartanburg Herald—S. S. Wallace.
Sumter Herald—F. Jenkins Knight.

SOUTH DAKOTA

Sioux Falls Argus-Leader—Ted Ramsey.
Yankton Public Opinion—Waldemar Weverstad.
Yankton Press & Dakotan—Fred Monfore.

TENNESSEE

Bristol Herald-Courier—Bob Loving.
Chattanooga News-Free Press—Ralph Sanders.
Chattanooga Times—Thomas Bahan.
Jackson Sun—James Elliott.
Knoxville News-Sentinel—Dick Golden.
Knoxville Journal—Frank Larkin.
Memphis Commercial Appeal—Robert Gray.
Memphis Press-Scimitar—Robert Johnson.
Nashville Tennessean—Robert M. Seals.
Nashville Banner—Milton Randolph.

TEXAS

Abilene Reporter-News—Wendell Bedichek, Bruce Francis.
Amarillo Globe-News—Wes Izzard.
Amarillo Times—J. B. McCarley.
Austin American-Statesman—Ruth Lewis.
Austin Daily Tribune—Ray Brown.
Beaumont Journal—Eva Feinberg.
Beaumont Enterprise—Merita Mills.
Brady Heart O' Texas News—J. C. Rothwell.
Brownsville Herald—Hal Eustace.

TEXAS (Continued)

Brownwood Bulletin—Flash MacBeth.
Dallas Times-Herald—Douglas Hawley.
Dallas News—Victor Davis.
Dallas Dispatch-Journal—Terry Walsh.
El Paso Times—R. J. Stover.
El Paso Herald-Post—H. A. Michael.
Fort Worth Star-Telegram—Bill Potts.
Fort Worth Press—Bill Boykin.
Harlingen Valley Morning Star—Jack Rutledge.
Houston Chronicle—Mildred Stockard.
Houston Post—Lois Cain.
Houston Press—Tony Triolo.
Midland Reporter-Telegram—Jess Rodgers.
McAllen Valley Monitor—Mynatt Smith.
McAllen Daily Press—Harry Quin.
Pampa Daily News—Tex DeWeese.
Paris News—W. N. Furey.
Pecos Enterprise—Betsy Ross.
San Antonio News—Mary Louise Walliser.
San Antonio Light—Renwicke Carey.
San Antonio Express—A. W. Grant.
Sherman Democrat—W. E. Atkins.
Temple Daily Telegram—C. Gresham.
Texarkana Gazette & News—J. Q. MaHaffey.
Waco News-Tribune—Sam Wood.
Wichita Falls Record News—Lewis Hamlett.
Wichita Falls Daily Times—W. L. Underwood.

UTAH

Ogden Standard-Examiner—Ethel G. Clark.

VERMONT

Burlington Daily News—Gilbert Hammond.
Waterbury Record—William G. Ricker.

VIRGINIA

Fredericksburg Free Lance Star—Ernest McIvar.
Newport News Daily News—Lewis T. Jester.
Newport News Times-Herald—William M. Harrison.
Norfolk Virginian-Pilot—C. Philip Donnel Jr.
Norfolk Ledger-Dispatch — Charles Hoofnagle.
Petersburg Progress-Index—Herb Turner.
Richmond Times-Dispatch—James Birchfield.
Richmond News-Leader—Elizabeth Copeland.
Roanoke Times—W. A. Atkinson.
Roanoke World News—C. B. Thornton.
Suffolk News Herald—Hubert Elliott.

WASHINGTON

Aberdeen Daily World—Kenneth Schell.
Bellingham Shoppers Guide—Dean Seager.
Centralia Chronicle—Ray Edinger.
Chehalis Advocate—Chapin Foster.
Grays Harbor Washingtonian — Murray Morgan.
Longview Daily News—Mary Kerr White.
Olympia Daily Olympian—Marshall Hunt.
Olympia News—Preston Wright.
Seattle Times—Robert Heilman.
Seattle Post-Intelligencer—Paul Tieche.
Seattle Star—John Randolph Smith.
Seattle Radio Review—Nick Hughes.
Spokane Spokesman-Review—Byron Johnsrud.
Spokane Chronicle—E. W. Conrad Jr.
Associated Country Papers (Spokane)—Mrs. Margaret Porter.
Tacoma News-Tribune—Elmer Vogel.
Tacoma Times—Joseph Mitchell.
Walla Walla Union-Bulletin — Sherman Mitchell, Robert Fisher.

WEST VIRGINIA

Charleston Mail—Howard Aboslam.
Charleston Gazette—Major Beane.
Clarksburg Exponent—George Clark.
Huntington Advertiser—Catherine Enslow.
Huntington Herald-Dispatch—Bill Birke.
Huntington Herald-Advertiser — H. R. Pinckard.
Logan Banner—Charles Hilton.
Morgantown Dominion-News—Walter Hart.
Morgantown Post—Brook Cattle.
Martins Ferry Times—Lester Smith.
Greater Wheeling Home Talk—Lester Smith.
Williamson Mingo Republican—Frank G. Sohn.

WISCONSIN

Ashland Daily Press—John B. Chapple.
Baraboo News-Republic—M. C. Page.
Barron News Shield—Sid Scoville.
Beaver Dam Daily Citizen—J. E. Helfert.
Janesville Gazette—Ann Tenny.
Madison Wisconsin State Journal—William L. Doudna.
Madison Capital Times—K. F. Schmitt.
Milwaukee Journal—Edgar Thompson.
Milwaukee Sentinel—Buck Herzog.
Milwaukee Post—Armand Tews.
Portage Register-Democrat—A. A. Porter.
Racine Journal-Times—Paul Frey.
Rice Lake Chronotype—Warren Leary.
Sheboygan Press—Mona J. Pape.
Stevens Point Daily Journal—James W. Hull
Superior Telegram—George Flowers.
Wisconsin Rapids Daily Tribune—James Felker.

WYOMING

Sheridan Press—John Holstedt.
Sheridan Star—John Edwards.
Wyoming Eagle—Irene Bohl.
Wyoming State Tribune—Louis Phillips.

CANADIAN RADIO EDITORS

ALBERTA

Calgary Herald—Jerry Braun.
Calgary Albertan—Ivan Taylor.
Edmonton Bulletin—Jack Deprose.
Edmonton Journal—Gordon McCallum.
Edmonton Radio Flashes—H. G. Turner.
Lethbridge Herald—George Yakulic.

MANITOBA

Winnipeg Tribune—Denny Brown.
Winnipeg Free Press—Pete Whittall.
Flin Flon Miner—Louis Avery.
Flin Flon Times—Chris Thortensen.

BRITISH COLUMBIA

Nelson Daily News—Hume A. Lethbridge.
Vancouver Province—Helen Walls.
Vancouver Sun—William Newell.
Vancouver News-Herald—Ralph Daley.

NEW BRUNSWICK

Campbellton Graphic—Al Anslow.
Campbellton Tribune—Ernest MacBeath.
Dalhousie News—George D. Christie.
St. John Telegraph-Journal and Times-Globe—Christine A. Fewings.
Victoria Daily Colonist—Bill Fletcher.
Victoria Daily Times—N. Loudon.

NOVA SCOTIA

Halifax Herald—Barbara MacLeod.
Halifax Chronicle—Harold Hoganson.

ONTARIO

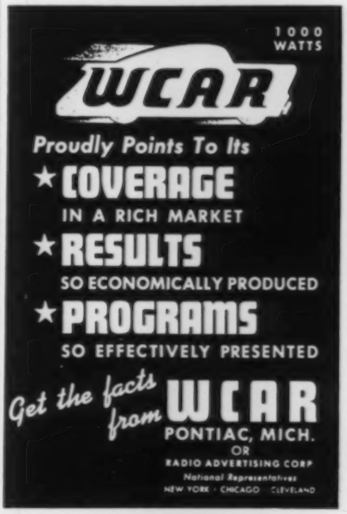
Hamilton Spectator—Miss F. Brown.
Kenora Miner & News—Thomas Johnson.
Ottawa Citizen—Charles Milne.
Ottawa Journal—Monte Tachereau.
Ottawa LeDroit—M. Cloutier, Yvon Beriau.
Owen Sound Sun-Times—Frank Radcliffe.
St. Catherines Standard—Don Smith.
Stratford Beacon-Herald—L. W. Gibson.
Timmins Press—Hal Lawrence.
Toronto Globe & Mail—Charles Jenkins.
Toronto Telegram—James Hunter.
Toronto Star—Louis Chambers Jr.

QUEBEC

Montreal Gazette—Thomas Archer, M. Whittaker.
Montreal Star—Dick Havilland.
Montreal Herald—Owen Shannon.
Montreal Standard—E. C. Gannon.
Montreal LeDevoir—Lucien Desbiens.
Montreal LaPresse—M. Jean Desnechaud.
Montreal L'Illustration—J. A. Massicotte.
Montreal LeCanada—Raymond Masse.
Montreal LaPatrie—Jean C. Fournier.
Montreal Le Petite Journal—Lorenzo Cote.
Quebec L'Evenement-Journal — Germaine Bundock.
Quebec Le Soleil—Germaine Bundock.
Quebec L'Action Catholique—Jean-Thomas Perron.
Val d'Or Star—Britt Jessup.
Val d'Or La Voix Populaire—Lucien Godin.

SASKATCHEWAN

Moose Jaw Times—Victor J. Mackie.
Moose Jaw Western Spotlight—Louis H. Lewry.
Prince Albert Herald—E. N. Davis.
Regina Leader-Post—J. G. Johnson.
Yorkton Enterprise—Ken Mayhew.



Directory of
BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y. Cleveland, O.	Cuba, N. Y. 1440 Hamilton Ave.	Cuba 4 Main 6500	C. H. Bunch J. A. Comstock	Voltage regulators, transformers, signalling transformers
H. W. Acton Co. Inc.	New York Lowell, Mass.	370 Seventh Ave. 128 Warren St.	Longacre 5-4884 Lowell 7607	Harold A. Bengeyfield W. M. Day	Transcription needles, steel cutting needles
Aerovox Corp.	New Bedford, Mass.	740 Belleville Ave.	6-8221	S. I. Cole	Transmitting capacitators and resistors, mica-paper-oil filled-electrolytic, condensers
The Alliance Mfg. Co.	Alliance, O.	Alliance, O.	6249	P. Turner	Phonograph motors and turntables. Recording Motors
Allied Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Processing and pressings of electrical transcriptions and phonograph records
Allied Radio Corp.	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	Julian McBarron	Recorders, discs, needles, turntables, amplifiers, microphones, stands, cables, accessories, transmitting tubes, speech input equipment, transcription reproducers, dry batteries
Allied Recording Products Co.	Long Island City, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	I. H. Goldman	Recording machines, recording blanks, recording amplifiers, accessories
American Bridge Co.	Pittsburgh, Pa.	Frick Bldg.	Atlantic 4300	....	Radio towers
American Microphone Co. Inc., Ltd.	Los Angeles, Cal.	1915 So. Western Ave.	Parkway 0778	F. A. Yarbrough	Dynamic, crystal and carbon microphones, microphone repairs, microphone stands
American Transformer Corp.	Newark, N. J.	178 Emmet St.	Bigelow 3-4444	Thos. M. Hunter	Transformers, rectifiers, reactors, voltage regulators, equalizers
Amperex Electronic Products Inc.	New York Los Angeles, Cal. Seattle, Wash. Chicago, Ill.	79 Washington St. 1623 S. Hill St. 3218 Western Ave. 9 So. Clinton St.	Cumberland 6-4430 Richmond 8902 Ga. 7722 Central 1894	S. Norris C. R. Strassner R. C. James Wm. H. Ellinger	Transmitting tubes
Amperite Company	New York	561 Broadway	Canal 6-1446	S. Ruttenberg	Microphones, boom and floor stands, preamplifiers, kontak units
Amplifier Co. of America	New York	17 W. 20th St.	Watkins 9-0954	N. M. Haynes	Amplifiers, regualtors, transformers, reactors, equalizers, filters
Victor J. Andrew	Chicago, Ill.	6429 S. Lavergne Ave.	Portsmouth 7810	C. R. Cox	Coaxial cable antenna coupling units, directional antenna phasing units, remote antenna ammeters, antenna lighting filters and transformers, phase monitors, high frequency antennas
Armstrong Cork Co.	Lancaster, Pa.	....	Lancaster 5151	P. C. Bunker	Corkoustic, temcoustic, temlok cork tile, rubber tile, linoleum, asphalt tile
Astatic Microphone Lab. Inc.	Youngstown, O.	830 Market St.	4-5213	R. T. Schottenberg	Microphones, phonograph pickups, recording heads, microphone stands
Atlas Resistor Co.	New York	423 Broome St.	Canal 6-1054	William A. Merrill	Tubular resistors
Atlas Sound Corp.	Brooklyn, N. Y.	1451 39th St.	Windsor 8-5500	R. C. Reinhardt	Microphone floor stands, boom stands, special micrpohone mountings, monitor speakers, speaker enclosures.
Audak Co.	New York	500 5th Ave.	Lackawana 4-3723	George V. Sullivan	Pickups, cutting heads
Audio Devices, Inc.	New York	1600 Broadway	Circle 5-5696	C. C. Pell, Jr.	Recording discs, sapphires, pickups, equalizers, sound effect kit
Audio Products Co.	Burbank, Cal.	2101 S. Olive St.	Charleston 6-6030	A. J. Edgecomb	Potentiometers, "T" mixer control, master gain controls, equalizer pots, grid pots, gain sets, matching pads, branching networks, fixed pads, fixed resistors, steel cabinets, relay racks, standard panels, dust covers, depress chassis, metal finishing, machine engraving, precision machine work
Blaw-Knox Co.	Pittsburgh, Pa. Chicago New York Philadelphia Birmingham	P. O. Box 1198 Peoples Gas Bldg. 342 Madison Ave. 1617 Penna. Blvd. Brown-Marx Bldg.	Sterling 2700 Harrison 7633 Vanderbilt 3-3746 Rittenhouse 1681 3-4931	E. J. Staubitz J. C. McQuide T. M. Avery W. F. Simmons W. E. Balliet	Radio towers, vertical radiators
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	22-116	G. E. Wright	Quartz crystals and mountings
David Bogen & Co.	New York	663 Broadway	Gramercy 7-0500	Charles E. Deane	Recording equipment, amplifiers, transcription record players, preamplifiers and mixers, standard and deluxe amplifiers for portable use or rack mounting, microphones
Bond Electric Corp.	New Haven, Conn.	275 Winchester Ave.	6-0101	J. C. Calhoun	Dry batteries
Boonton Radio Corp.	Boonton, N. J.	P. O. Box 390	Boonton 8-0795	W. D. Loughlin	Beat frequency generator, Q-meter
Bright Star Battery Co.	Clifton, N. J.	200 Crooks Ave.	Lambert 3-3200	A. I. Barash	A, B & C batteries
Brush Development Co.	Cleveland, O.	3311 Perkins Ave.	Endicott 3315	Victor B. Phillips	Microphones, headphones, phonograph pickups, record cutters, oscillographs, magnetic tape recorders
Bud Radio Inc.	Cleveland, O.	5205 Cedar Ave.	Henderson 7166	Max L. Haas	Aluminum panels and channels, amplifier foundations, cabinet racks, variable condensers of transmitting types, microphone stands, transmitting chokes
Burgess Battery Co.	Freeport, Ill.	....	Main 3300	V. G. Reel	A, B & C batteries
Wm. W. L. Burnett	San Diego, Cal.	4814 Idaho St.	Jackson 9234	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment, frequency measuring service for radio stations
Canadian Marconi Co. Ltd.	Montreal, Quebec Toronto, Ont. Halifax, N. S. Winnepeg, Man. Vancouver, B. C. St. John's, Newfoundland	211 St. Sacrament St. 92 Adelaide St. West 47 Argyle St. 356 Main St. 500 Beatty St. Adelaide & New Gower Sts.	Marquette 7081 Elgin 9275 Bishop 6712 97-255 Marine 0464 881	M. M. Elliott G. F. Eaton F. T. Winter W. F. Souch L. S. Hawkins J. J. Collins	Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, turntables, vertical radiators, accessories

[Continued on Page 332]

AMPEREX

Concentrates on TRANSMITTING TUBES

In the AMPEREX catalog you will find listed 90 types of power vacuum and mercury vapor tubes. They range in size from the small radiation cooled power tubes to the largest of water and air blast cooled types.

Whether yours is a composite transmitter or one built by any of the leading transmitter manufacturers, you will find in the AMPEREX catalog, tubes to fit its socket needs.

Low initial cost . . . economical operation because of long life . . . prompt out-of-stock shipment . . . These are the factors that have placed AMPEREX rectifier and power tubes in more than 300 broadcasting stations.

AMPEREX ELECTRONIC PRODUCTS, Inc.

79 WASHINGTON STREET
BROOKLYN, NEW YORK

XUM

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 330]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Carrier Microphone Co.	Inglewood, Cal.	439 So. La Brea Ave.	Inglewood 596	O. B. Carrier	Microphones
Celotex Corp.	Chicago, Ill.	919 No. Michigan Ave.	Whitehall 7010	....	Acoustical materials, interior finish, insulation
Centralab	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Attenuators, variable resistors, fixed resistors, ceramic capacitators, switches
Chicago Sound Systems Co.	Chicago, Ill.	315 E. Grand Ave.	Delaware 1405	F. Brucker	Special amplifiers and cases
Clark Phonograph Record Co.	Newark, N. J. Chicago, Ill.	216 High St. 221 N. La Salle St.	Humboldt 2-0880 Central 5275	Geo. H. Clark	Transcription processing
Clarostat Mfg. Co.	Brooklyn, N. Y.	285 No. 6th St.	Evergreen 8-6770	Victor Mucher	Volume control, attenuators, "L" & "T" pads, resistors
The Clough-Brengle Co.	Chicago, Ill.	5501 N. Broadway	Longbeach 5616	Kendall Clough	Test oscillators (radio and audio frequency), transmission testing equipment, universal meters
Collins Radio Co.	Cedar Rapids, Iowa New York	2920 1st Ave. 11 W. 42d St.	8197 Lackawanna 4-0229	M. H. Collins W. J. Barkley	Relay broadcast transmitters, broadcast transmitters, H.F. and U.H.F. transmitters, preamplifiers, remote pickup amplifiers (portable), bridging, power, program, recording and monitoring amplifiers, limiting amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control consoles, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), special speech equipment
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Recording discs, needles, cutting stylii, sapphires, playback needles
Cornell-Dubilier Elec. Corp.	South Plainfield, N. J.	1000 S. Hamilton Blvd.	Plainfield 6-9000	Leon L. Adelman	Capacitors—paper, dykanol, mica, wet and dry electrolytics—for all circuit requirements
Corning Glass Works	Corning, N. Y.	....	372	C. J. Phillips	Insulators, piping for cooling systems
Cornish Wire Co., Inc.	New York	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Radio & electric wires and cables
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2468 Market 2-2335	Lewis Newman	Attenuators, variable (step by step) attenuation boxes, decades, decade boxes, line equalizers, output meters, transmission measuring sets, potentiometers, fixed pads, rheostats, loudspeaker controls, VU meter panel, volume level indicator, faders, switches, meter multipliers, resistors, measuring equipment
Tobe Deutschmann Corp.	Canton, Mass.	Washington St.	Canton 0650	C. W. Metcalf	Bridge and condenser analyzer
Doolittle Radio Inc.	Chicago, Ill.	7421 S. Loomis Blvd.	Stewart 2808	E. M. Doolittle	Visual frequency monitors, antenna coupling units, coaxial transmission lines and fittings, power supplies
Allen B. Du Mont Laboratories, Inc.	Passaic, N. J.	2 Main Ave.	Passaic 3-1616	G. Robert Mezger	Cathode-ray oscillographs and modulation monitors
Duplex Recording Devices Co.	New York	1041 Manor Ave.	Tivoli 2-1817	Benjamin Rose	Sound on disc recording turntables
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3535	Samuel Sherman	Microphone stands and accessories
Eisler Engineering Co.	Newark, N. J.	750 S. 13th St.	Bigelow 3-5310	Charles Eisler	Electronic equipment, transformers, radio tube machinery
Eitel-McCullough, Inc.	San Bruno, Cal.	798 San Mateo Ave.	117	J. A. McCollough W. W. Eitel	Transmitting tubes
Electrical Research Products, Inc.	New York	195 Broadway	Courtlandt 7-1707	....	Turntable reproducing systems (licensors)
Electrical Sound Engineering Co.	Baltimore, Md.	5303 Kenilworth Ave.	Tuxedo 6006	Frank X. Green	Custom control and mixing devices, studio amplifiers and special microphone stands
Electro-Voice Mfg. Co. Inc.	South Bend, Ind.	1239 South Bend Ave.	3-7764	A. R. Kahn	Microphones, stands, accessories
Epiphone, Inc.	New York	142 W. 14th St.	Chelsea 2-4408	H. Sunshine	Microphones
Evanston Sound-Proof Door	Evanston, Ill.	1500 Lincoln St	Greenleaf 1975	W. W. Lloyd	Sound-proof doors
Fairchild Aviation Corp.	Jamaica, L. I.	88-06 Van Wyck Blvd.	Jamaica 6-3800	R. H. Lasche	Recording equipment, pickups, transcription turntables, amplifiers, recording accessories
Federal Recorder Co.	New York	50 W. 57th St.	Circle 5-8497	M. M. Pochapin	Recorders and accessories, blank discs, recording and playback needles
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, rectifier tubes, water jackets air cooling fins, transmitters, phasing and coupling equipment, field intensity meters
Ferranti Electric, Inc.	New York	30 Rockefeller Plaza	Circle 7-0912	W. R. Spittal	Audio transformers, power transformers, plate and filament transformers for transmitting purposes, modulation sets for broadcast transmitters, special transformers, high Q reactors, filters, equalizers
Ferris Instrument Corp.	Boonton, N. J.	....	Boonton 8-0781	John H. Redington	Noise and field strength meters, signal generators, microvolters, frequency calibrators
Garrard Sales Corp.	New York	296 Broadway	Rector 2-1423	Wm. Carduner	Record changers, transcription motors, pickups, cases
Gates Companies (Gates American Corp.) (Gates Radio & Supply Co.)	Quincy, Ill.	....	Main 735	P. S. Gates	All types of radio transmitting equipment including broadcast transmitters, portable and mobile transmitters, speech equipment, limited amplifiers, AC and DC remote control amplifiers, cabinets, racks, studio monitoring speakers, microphones, accessories for broadcast stations
General Communication Products Co.	Hollywood, Cal.	6245 Lexington Ave.	Granite 6181	R. J. Thompson	Transcription players and audio amplifiers

[Continued on Page 336]

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PROFITS

FAIRCHILD

Precision Sound Equipment

FAIRCHILD'S higher-quality sound equipment is an investment which will *make more money for you.*

You get valuable *flexibility* with dependable Fairchild recording equipment. Fairchild installations bring you these profit-building advantages:

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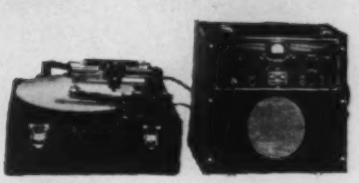
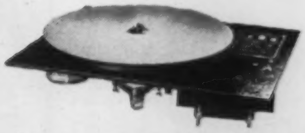
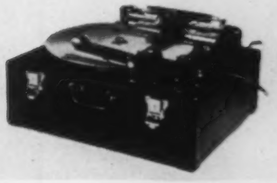
AVIATION CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.



F-26-3—Portable Recorder
Complete portable outfit for the direct recording of voice, music, and sound and for direct play-back. Unit 199-3 Recorder and Unit 219-2 Amplifier.

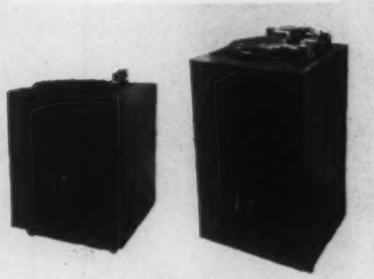


Unit 227
Transcription Turntable
Eliminates wow, vibration, and speed variation. Dynamically balanced turntable, two-speed adhesion drive. Floating motor assembly.



Unit 199—Recording Mechanism
Extremely flexible equipment, for use indoors or outdoors; easily set up and ready for use in a few minutes. Rugged construction, fine recording quality.

Unit 246—Feed-Back Amplifier
Flat within .3 decibel, from 15 to 15,000 cycles. Greater fidelity for broadcasting, recording, play-backs, and laboratory work.



Cabinet Models
F-81—Turntable (Left)
F-79—Recorder (Right)
Ready-to-use equipment—surpasses finest custom-built models. Noise-reducing mountings, all-metal cabinets. Gunmetal finish, chrome trim.

STEALING THE SHOW!
ST. FRANCIS HOTEL ROOM 270
N-A-B CONVENTION 194
FM
Synchronized
Plan your Speech Input System around these basic uni
Swinging into action in 90 stations
5 of a kind for WIP
AS SIMPLE AS...
Ask your engineer how easy it is to fit these amplifiers into your speech input plans!
Modernized for FM
QUALITY at a new high!
Western Electric Speech Input
IT CAN TAKE IT!
22D PORTABLE SPEE
EQUIPMENT FOR REMOTES OF EVE
Give a "Pick-up" to your winter season!
... with these two great all-purpose mikes!
THE PROOF IS IN THEIR USE
A pick-up patterns at the turn of a switch ... with 639B
ASK YOUR ENGINEER!
Western Electric
Ready Now!
NEW 250 WATT TRANSM
FOR IMMEDIATE DELIVERY!
Outstanding Features
Western Electric
Ask your Engineer!

XUM

Take your choice of AIR BLAST or WATER COOLED TUBES by
Western Electric
. . . Most economical and reliable tube hour service —minimum program loss!
Designed for FM . . . built by Western Electric installed by WOR . . . ASK YOUR ENGINEER!
Studio Control Desk Speech Input Equipment for YOU!
"Boy, I'd like to see anybody try to catch up with those engineers at Bell Lab. and Western Electric!"*
MAKING HISTO
New 357A is ideal for ultra high radio broadca
Western Electr
OING PLACES!
why!
lectric
PEAK PERFOR
PEAK ECONOM
A gets another job!
Western Electric "Ultra-High" Amplifier Tube proves ability in frequency modulated
Just out! CARDIOID 6-WAY MIKE!
NEW 639B gives you 6 pick at the turn of a sw
Western Electric
ANNOUNCING Synchronized FM
FM Synchronized
BY Western Electric
Ask your Engineer!

No matter what you need for Better Broadcasting, you can rely on *Western Electric*

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DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 332]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
General Electric Co.	Schenectady, N. Y.	1 River Road	4-2211	G. W. Henyan	FM broadcast transmitters, FM broadcast relay transmitters, television transmitters, transmitting tubes, quartz crystals for every purpose, television studio equipment, television relay equipment, antennas, FM communication equipment for talk-back circuits, square-wave generators, television oscilloscopes, measuring apparatus
General Radio Company	Cambridge, Mass. New York Los Angeles, Cal. Chicago, Ill.	30 State St. 90 West St. 1000 N. Seward St.	Trobridge 4400 Cortlandt 7-0850 Hollywood 6321	A. E. Thiessen L. E. Packard F. Ireland M. T. Smith	Standard broadcast frequency monitors, modulation monitors, radio-frequency bridges, sound measuring equipment, audio-frequency oscillators, volume controls, variacs, FM monitors
Gould-Moody Co.	New York	395 Broadway	Canal 6-3446	S. S. Gould	Recording blanks, needles
Graybar Electric Co., Inc.	New York New York Boston Philadelphia Richmond Atlanta Jacksonville, Fla. Cleveland Pittsburgh Detroit Cincinnati Chicago Minneapolis St. Louis Kansas City Dallas San Francisco Los Angeles Seattle	420 Lexington Ave. 189 Varick St. 287 Columbus Ave. 910 Cherry St. 6th & Cary Sts. 167-173 Walton St., N. W. 12th & Main Sts. 1010 Rockwell Ave. 37 Water St. 55 W. Canfield Ave. 310 Elm St. 500 S. Clinton St. 413-17 S. 4th St. 1220 Spruce St. 1644 Baltimore Ave. Austin & Wood Sts. 9th & Howard Sts. 201 Santa Fe Ave. King & Occidental Sts.	Mohawk 4-4000 Walker 5-8000 Kenmore 4567 Walnut 5405 2-2833 Jackson 2261 5-6786 Cherry 1360 Court 4000 Columbia 5500 Main 0600 Webster 2800 Main 1188 Main 1610 2-4101 2-6454 Hemlock 3121 Trinity 3321 Main 4635	A. J. Eaves G. L. Donnett F. J. Stahl J. W. LaMarque J. P. Lynch W. W. Ponsford L. E. Walker F. L. Allman D. B. McKay H. F. Bethea L. B. Hathaway W. A. Wayman K. S. Deichman A. W. Hallett E. H. Taylor G. E. Brown C. B. Reis R. G. McCurdy J. A. Costelow Cecil Ross W. H. Johnson F. H. McIntosh J. H. Ganzenhuber C. A. Marten	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers, motor generators, and associated apparatus; antenna control equipment, phase monitors, police radio equipment
Hammarlund Mfg. Co. Inc.	New York	424 W. 33rd St.	Lackawana 4-3023	Lloyd A. Hammarlund	Diversity and short wave receivers, transmitter parts
George H. Hardner Corp.	Allentown, Pa.	602 Hamilton St.	Allentown 5849	T. E. Spicknall	Studio and transmitter buildings, towers, underground radial systems, underground power service, renovation service
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed and adjustable resistors, rheostats
D. H. Harrell Co.	Chicago, Ill.	10640 Buffalo Ave.	South Chicago 2010	D. H. Harrell	Tubular vertical radiators, antennas and antenna mountings for high frequency stations
Harris Mfg. Co.	Los Angeles, Cal.	2422 W. 7th St.	Fitzroy 6026	J. Henry Harris	Transcription playback instruments, phonograph needles
Hartenstine-Zane Co., Inc.	New York	225 Broadway	Barclay 7-8390	Charles J. Hartenstine	Complete installation of antenna system including foundations, towers furnished and erected, painted, lighted, ground systems
Harvey-Wells Communications Inc.	Southbridge, Mass.	P. O. Box 100	1940	Richard A. Mahler	50 watt mobile relay broadcast transmitter
Heintz & Kaufman, Ltd.	So. San Francisco	....	So. San Francisco 1515	W. Noel Eldred	Transmitting tubes, compressed nitrogen condenser, concentric transmission line
Hipower Crystal Co.	Chicago, Ill.	2035 W. Charleston St.	Armitage 0654	Frank Lozarik R. W. Groth	Piezo electric quartz crystals and holders
Hoke Vertical Radiator Co.	Petersburg, Va.	135 S. Market St.	978W	John J. Hoke	Radio towers, self supporting
Hollister Crystal Co.	Merriam, Kan.	....	4-2387	Herb Hollister	"A" cut crystals
Ideal Commutator Dresser Co.	Sycamore, Ill. New York Pittsburgh Chicago	1054 Park Ave. 61 E. 11th St. 1015 Fulton Bldg. 320 S. Jefferson St.	Sycamore 77 Stuyvesant 9-5324 .... Monroe 1835	John Waterman F. J. Dreyfuss R. F. Waldo E. L. Jones	Portable cleaners, soldering tools, fuse pullers, fuse reducers, precission grinders
Insuline Corp. of America	Long Island City, N. Y. Chicago, Ill.	30-30 Northern Blvd. 9 S. Clinton St.	Stillwell 4-6890	S. J. Spector W. W. Boyd	Racks, panels, chokes, coils condensers, dials, plugs, switches, cabinets, accessories
Insulite Co.	Minneapolis, Minn. New York Chicago Minneapolis St. Louis	Builders Exchange Bldg. 101 Park Ave. 205 W. Wacker Drive Builders Exchange Bldg. 1206 S. Vandeventer Ave.	Atlantic 4551 Ashland 4-2767 Randolph 3980 Atlantic 4551 Newstead 2050	E. W. Morrill L. C. Monahan E. F. Fagon Frank Barton K. B. Rolf	Acoustical control and sound quieting materials
International-Stacy Corp.	Columbus, O. New York Torrance, Cal.	875 Michigan Ave. 21 West St. P. O. Box 57	University 2123 Digby 4-7569	Ferguson Barnes A. L. Woracek J. D. McEwen	Antenna towers, ground screens, range towers
Isolantite Inc.	Belleville, N. J. New York	343 Cortlandt St. 233 Broadway	2-1316 Rector 2-9275	.... H. G. Beebe	High frequency radio insulators, coaxial transmission line and accessory equipment, special antenna equipment
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0714	Chas. F. Jacobs	Antenna spreaders and adjustable separators
E. F. Johnson Co.	Waseca, Minn.	....	....	Frank C. Mann	Phasing equipment, antenna tuning equipment, pressure condensers, coaxial line, condensers, inductors, tube sockets, insulators
J. Nat Johnson & Co.	Chicago, Ill.	4744 W. Rice St.	Mansfield 1436	J. Nat Johnson	Tower erectors
Kenyon Transformer Co. Inc.	New York	840 Barry St.	Dayton 9-0100	Gene Turney	Transformers, studio to power
Kluge Radio Co.	Los Angeles, Cal.	1704 Scott Ave.	Federal 0578	Myron E. Kluge	Special transmitting equipment
Lansing Mfg. Co.	Los Angeles, Cal.	6900 So. McKinley Ave.	Thornwall 4175	Jas. B. Lansing	Lateral recording equipment
Lapp Insulator Co.	LeRoy, N. Y.	Gilbert St.	Le Roy 385	Brent Mills	Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils and pipe entrance insulators, stand-off and transmission line insulators, special radio insulators condensers—high pressure gas filled from 100 mmf, 7.5 kv. carrier RMS to 2000 mmf, 15 kv.
Lehigh Structural Steel Co.	New York	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers

[Continued on Page 338]

LAPP GAS-FILLED CONDENSERS
LAPP TOWER FOOTING INSULATORS
LAPP GUY STRAIN INSULATORS
LAPP PORCELAIN WATER COILS

CHECK LIST FOR RADIO ENGINEERS

CONTEMPLATING PURCHASE OF NEW TRANSMITTER EQUIPMENT

Dedicated to the cause of more efficient, trouble-free radio transmission, these Lapp specialties should be on the check list of every engineer contemplating installation of new transmitter equipment or modernization of present equipment. "Insulated by Lapp" is a phrase synonymous with operating security in radio transmission and in electrical power transmission the world over.

☐ **LAPP GAS-FILLED CONDENSERS**

New, superior design and rigid mechanical construction in the Lapp Condenser results in genuinely trouble-free service. Maximum capacity for given external dimensions. Practically zero loss. No change in capacitance with change in temperature. Puncture-proof. Wide range of sizes for practically every transmission requirement.

☐ **LAPP TOWER FOOTING INSULATORS**

Sectionalizing types for insulation of existing structures. Push-pull types for self-supporting radiators. Base insulators for guyed radiators up to 1000-foot height. All these base insulators utilize the Lapp patented curved-side compression cone for maximum mechanical strength.

☐ **LAPP GUY INSULATORS**

Mast guy insulators are available in a range of sizes suitable for supporting structures up to and including 1000 feet high and 500 KW duty, for break-up duty and primary installation. Construction with the Lapp compression cone assures that porcelain be loaded only in compression.

☐ **LAPP PORCELAIN WATER COILS**

The famous Lapp Water Coil for transmitter tube cooling, the coil that eliminated sludging in the water system. Because water used with the Lapp coil remains pure and at high resistance, tube life is increased and expense and inconvenience of changing water and replacing hose and fittings is eliminated. Alternate cooling system can be worked out with Lapp porcelain pipe, pieces and fittings of which are available for practically any requirement.

Complete descriptive literature is available on all these Lapp specialties for radio transmission. Write today.

LAPP

INSULATOR CO., INC., LE ROY, N. Y., U. S. A.

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 336]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Lektra Laboratories Inc.	New York	30 E. 10th St.	Algonquin 4-0230	Ben Eisenberg	Dynamic bullet microphone
The Lifetime Corp.	Toledo, O.	1825 Adams St.	Main 5643	Wm. H. Manoff	Microphone stands, trumpet and speaker units
John E. Lingo & Son Inc.	Camden, N. J.	28th and Buren Ave.	Camden 487	J. E. Lingo	Tubular steel vertical radiators, turnstile antennas (for FM and television) ultra high frequency antennas, portable vertical radiators (dural for emergency uses) UHF antenna support poles
Littelfuse Inc.	Chicago, Ill.	4757 Ravenswood Ave.	Longbeach 7778	E. V. Sundt	Radio transmitter fuses, fuse mountings, neon tattelites
Locke Insulator Corp.	Baltimore, Md.	P. O. Box 57	South 2620	R. G. Bellezza	Tower base, guy, antenna, lead-in and stand-off insulators
Lowell Needle Co. Inc.	Putnam, Conn.	1 Wildore St.	186	Elliott D. Dean	Phonograph needles
Johns-Manville Co.	New York	22 E. 40th St.	Lexington 2-7600	H. R. Berlin	Acoustical materials, sound isolation construction, insulation roofing, noise quieting treatment, asphalt tile flooring
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 5645	R. G. Wallace	Structural insulation
Maxwell-Smith Co.	Hollywood, Cal.	1027 N. Highland Ave.	Hillside 7866	Leo Petroff	Speech input equipment, remote amplifiers, transmitters, transcription equipment
McDonald Recording & Engineering Service	Los Angeles, Cal.	415 N. Harper Ave.	Wyoming 0302	Clifford C. McDonald	Custom built reproducing equipment, custom built amplifiers and equalizers, recording machines
Miles Reproducer Co. Inc.	New York	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Sound on film, recording machines, reproducing machines
Miller Broadcasting System Inc.	New York	113 W. 57th St.	Circle 6-0141	James A. Miller	Millertape for station announcements
Mirror Record Corp.	New York	58 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Recording equipment, recording blanks, recording needles, playback needles, record envelopes, acetate coated aluminum disks
Nash Radio Products Co.	St. Louis, Mo.	6267 Gravois Ave.	Riverside 7060	R. S. Nash	Recording and playback equipment, recording compounds, recording lubricant, record permatiser, record cleaner, record tube
National Battery Co.	St. Paul, Minn.	First Natl. Bank Bldg.	Ce. 7471	Herbert King	Storage batteries
National Carbon Co. Inc.	New York	30 E. 42d St.	Murray Hill 2-6800	John M. Spangler	Air cell batteries, A, B & C dry batteries, mini-max batteries
Northern Electric Co.	Montreal, Que.	1261 Shearer St.	Wilbank 3131	S. T. Fisher	Complete broadcasting systems
Ohmite Manufacturing Co.	Chicago, Ill.	4835 Flournoy St.	Austin 1070	....	Rheostats, resistors, dummy antenna resistors, R.F. plate and power line chokes, power tap switches
Pacent Engineering Corp.	New York	79 Madison Ave.	Ashland 4-1586	Robert L. Lewis	Amplifiers, pickups, high fidelity radios
Pacific Sound Equipment Co. Inc.	Hollywood, Cal.	7373 Melrose Ave.	Wyoming 6937	Robt. G. Metzner	Transcription players and recording machines
Par-Metal Products Corp.	Long Island City, N. Y.	3262 49th St.	Astoria 8-8905	A. A. Parmet	Steel relay racks, cabinets, panels, chassis, and accessories for transmitters and audio equipment
Permo Products Corp.	Chicago, Ill.	6415 N. Ravenswood Ave.	Briargate 2420	F. E. Williamson	Transcription reproducing needles, recording stylii
Phonograph Needle Mfg. Co. Inc.	Providence, R. I.	42 Dudley St.	Dexter 5952	J. H. Moody	Cutting needles, transcription needles
Piezoelectric Laboratories	New York	612 Rockland Ave.	Dongan Hills 6-1177	Chas. G. Ligh	Crystals, R.F. amplifiers, frequency standards, frequency monitors, antenna and phasing equipment, recording machines, cutting stylii, recording amplifiers
Poinsettia, Inc.	Pitman, N. J.	100 Cedar St.	Pitman 511	H. Warner	Sound recording equipment, record processing equipment, record factory equipment
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	5359	C. E. Pearce	Quartz crystals and holders
Premier Crystal Laboratories, Inc.	New York	63 Park Row	Beekman 3-2825	Arthur A. Glass	Crystals, crystal holders, dials, pilot lights, frequency meters, reactance meters, temperature controlled crystal oscillator with oven
Presto Recording Corp.	New York	242 W. 55th St.	Columbus 5-7760	Ralph C. Powell	Portable and stationary sound recording equipment, blank discs, cutting and playing needles, portable and stationary transcription playback equipment, accessories for use with sound recording and reproducing equipment
B. A. Proctor Co. Inc.	New York	230 Park Ave.	Murray Hill 6-7542	F. C. W. Thiede	Pickups, recording heads, recording equipment, transcription equipment
Radiad Service	Chicago, Ill.	154 E. Erie St.	Superior 1275	Edw. L. Foertsch	Playback equipment
RCA Manufacturing Co.	Camden, N. J. New York Chicago San Francisco Hollywood Dallas Atlanta	Front & Cooper Sts. 1270 Sixth Ave. 589 E. Illinois St. 170 Ninth St. 1016 N. Sycamore Ave. Santa Fe Bldg. Citizens & Southern Bank Bldg.	Camden 8000 Circle 7-2293 Delaware 4300 Hemlock 8300 Hillside 5171 Dallas 7-1371 Walnut 5946	I. R. Baker B. Adler A. R. Hopkins E. Frost W. H. Beltz W. M. Witty D. A. Reesor	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, faradon condensers, transcription turntables, laboratory and test equipment, television, facsimile equipment, antenna phasing equipment
RCA Victor Co. Ltd.	Montreal, Quebec, Can. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S.	976 Lacasse St. 1206 Homer St. 537 Eighth Ave., W. 168 Market St. 36 Breadalbane St. 99 Brunswick St.	Wellington 3671 .... Main 4476 97-201 Midway 8454 Bishop 6187	J. L. McMurray F. A. Boyle F. T. Myles E. P. Burns S. W. Humberstone C. C. Bowers	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test eqiupment, transmitting tubes, speech input equipment, acetate recording blanks, amplifiers, antennas, crystals, condensers, field amplifier equipment, recording equipment, microphones, faradon condensers, facsimile equipment, television equipment
Radio City Products Co. Inc.	New York	88 Park Place	Cortlandt 7-5654	M. Reiner	Tube testers, test oscillators, combination volt-ohm-milliammeters

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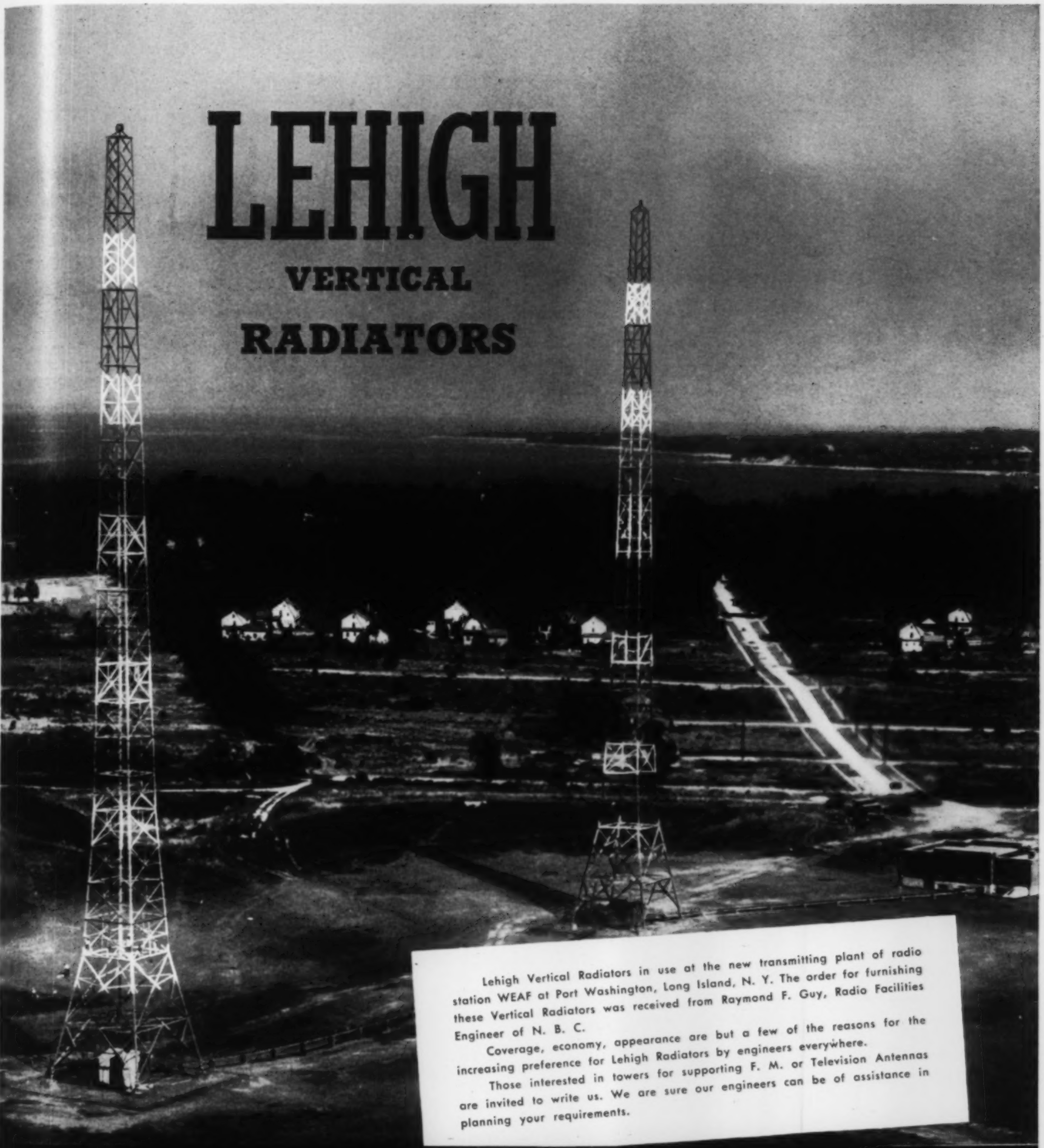


LEHIGH
VERTICAL RADIATORS

Lehigh Vertical Radiators in use at the new transmitting plant of radio station WEAF at Port Washington, Long Island, N. Y. The order for furnishing these Vertical Radiators was received from Raymond F. Guy, Radio Facilities Engineer of N. B. C.

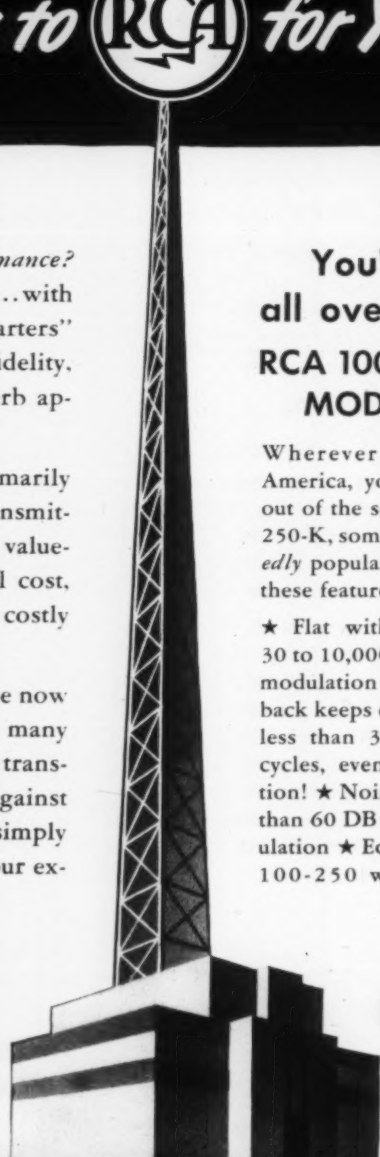
Coverage, economy, appearance are but a few of the reasons for the increasing preference for Lehigh Radiators by engineers everywhere.

Those interested in towers for supporting F. M. or Television Antennas are invited to write us. We are sure our engineers can be of assistance in planning your requirements.

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA.
OFFICES IN PRINCIPAL CITIES

100 Watts to 50 Kilowatts...

In 1941, Look to RCA for YOUR Transmitter!



BUYING a transmitter on *performance?* Then investigate the RCA line... with every feature that "Radio Headquarters" can develop to give you highest fidelity, highest operating efficiency, superb appearance and performance!

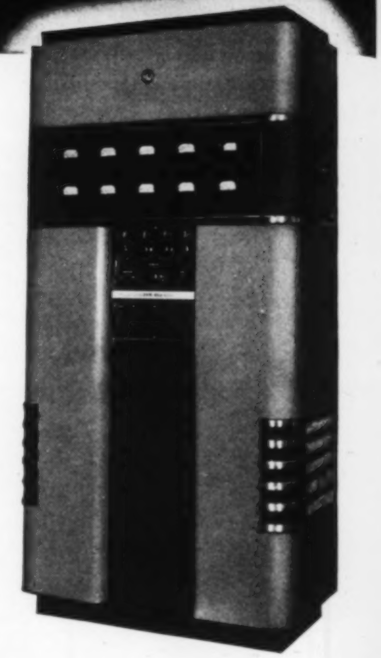
Or are you buying with price primarily in mind? Then note that RCA transmitters are built to give you greatest value-per-dollar . . . with lowest initial cost, low operating cost, freedom from costly maintenance!

Any RCA transmitter you choose now will pay you extra dividends for many years to come! Flexibility of RCA transmitters protects your investment against obsolescence—to increase power, simply add a standard amplifier unit to your existing equipment.

No station, large or small, need compromise on quality. A genuine RCA transmitter pleases advertisers and audiences alike . . . and costs no more than a substitute.

You'll find it all over America!

RCA 100-250 WATT MODEL 250-K

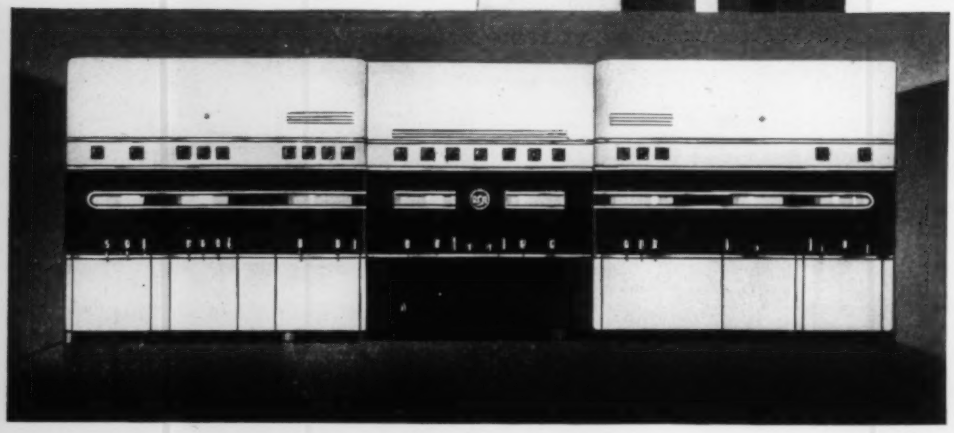


Wherever you go, all over America, you're almost never out of the service area of *some* 250-K, somewhere! It's *deservedly* popular . . . offers you all these features:

★ Flat within 1.5 DB from 30 to 10,000 cycles, up to 95% modulation ★ Stabilized Feedback keeps distortion down to less than 3% RMS, 50-7500 cycles, even at 95% modulation! ★ Noise and Hum better than 60 DB below 100% modulation ★ Equipped with rapid 100-250 watt changeover switching where desired ★ Low maintenance—minimum tube complement—modest current requirements. Write for data.

For Stations at the TOP!

RCA 50,000-watt Model 50-E



★ Unified Front Panel Construction ★ High Level, Class B Modulation ★ Airstream Cooled Throughout ★ Small Floor-Space Requirements ★ 5 Kw. Stand-by Service ★ Lower Operating Costs ★ Higher-Fidelity Performance.

This new RCA Model 50-E offers you lower installation costs—because it takes up only 278 square feet of space, exclusive of transformer vault equipment and blowers—needs only a relatively small building to house it. Saves you the cost of water coolers and tanks, water pipes, pumps and associated equipment. Exciter will operate as emergency 5 Kw. transmitter at a second's notice. Dozens of other features for higher quality, efficiency, economy!

MORE POWER for YOU–?

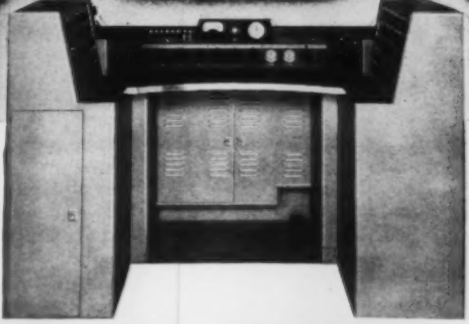
Directional Coverage by RCA Often Justifies Power-Increase!

Simple, efficient . . . *effective!* These views show the push-button-controlled phasing equipment at WDBO, Orlando, Florida (right), and conventional design (left) at WLAW, Lawrence, Mass. All RCA Antenna Phasing Equipment is designed to the purchaser's individual needs.

BECAUSE it keeps your signal *away* from the signals of conflicting stations, RCA Antenna Phasing Equipment often helps to win a power-increase authorization that might not otherwise be possible. And even *without* increased power, RCA directional coverage does a great job of laying down a stronger signal in the areas in which you are most interested! Qualified RCA engineers will be glad to discuss your problem, at your convenience. Write . . . *today!*

The Ultimate in Broadcast Equipment...

"CUSTOM-BUILT" by RCA



Type 2-A Control Desk, manufactured by RCA for the Columbia Broadcasting System. Note how easily accessible are all controls and circuits.

Does *your* station present a *special* problem—? RCA Custom-Built Equipment is tailored to meet your needs . . . as precisely, as perfectly, as the latest and greatest radio developments can meet them! The unmatched background and experience of RCA is at your disposal—talk your problems over with a specialist from "Radio Headquarters"—without obligation.

RCA Control Console at Station WWNC at Asheville, N. Carolina. Complete facilities for mixing, monitoring, announcing and talk-back, telephone operation.

New Master Control Room Speech Input Racks and Control Desk, RCA-engineered and built for the studios of WLS, Chicago.

XUM

One Studio or a Dozen—

The Speech Input Equipment that's Right for YOU is Made by RCA

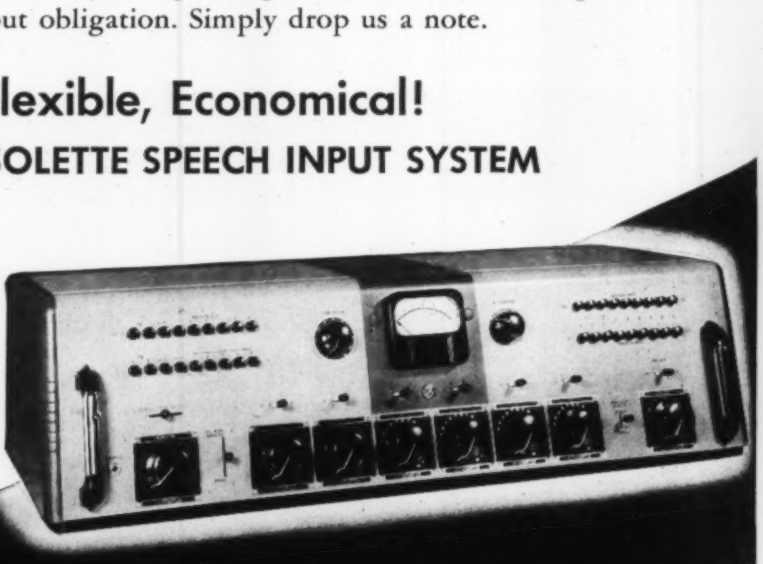
Priced right, designed right and built right, RCA Speech Input equipment is your best buy regardless of the size of your station. Economies in manufacture—because RCA manufactures *most* broadcast equipment—are passed on to you . . . you get more for your money! Leadership in design and engineering—because RCA experience in broadcasting is unmatched—give you finest proved *performance.* A competent RCA technical representative will be glad to go over your special problems and make helpful recommendations, without obligation. Simply drop us a note.

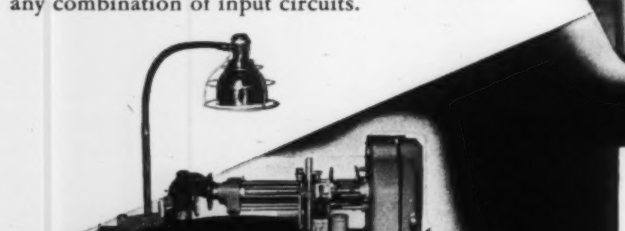
Compact, Flexible, Economical!

RCA 76-B2 CONSOLETTE SPEECH INPUT SYSTEM

No other consolette system offers Push-Button Flexibility plus all the features of the 76-B2! Push-button control gives more circuit *combinations* with simpler switching *operations*—makes the job easier, with less room for mistakes.

The 76-B2 provides all the amplifying and control equipment you need to handle two studios, an announce booth microphone, a control-room announce microphone, two transcription turntables and up to six remote lines. You can *simultaneously* audition and broadcast two separate programs from any combination of input circuits.





For Transcribed Delayed Programs without loss of quality

RCA HIGH FIDELITY RECORDER

Transcriptions so close in quality to the original broadcast that a good radio receiver detects no difference whatever! They're easy to get with this new RCA De Luxe Recorder Model 73-A. Over 40 years of recording experience lie behind the 73-A, designed by the men who designed the recorders for Victor Records.

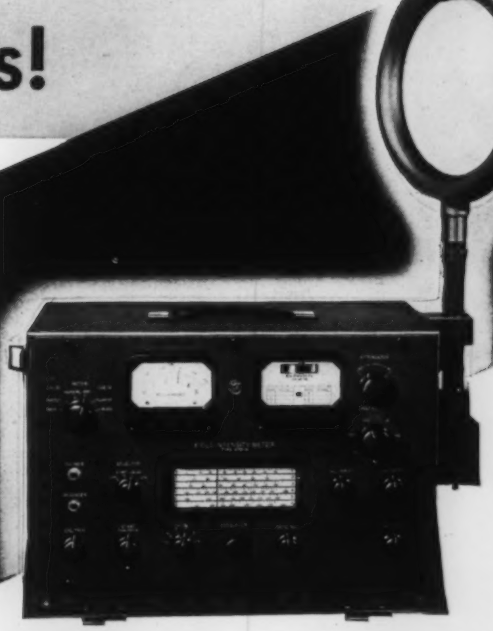
Unique features offer you maximum flexibility, convenience, and ease of operation. You can record outside-in or inside-out, at any number of lines per inch between 96 and 154, without changing lead-screws. To change the feed, just turn the knob! Write for the complete story—it's worth having!

...and from Microphone to Antenna to Service Area

RCA *Measuring Equipment*

Gets the Facts!

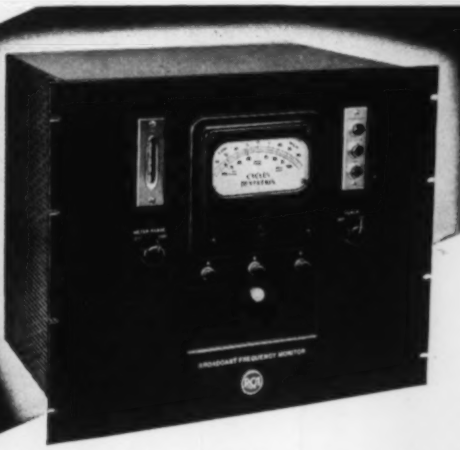
Competent broadcast-station management wants *all* the facts . . . to cut costs, to promote efficiency, to offer better service to audiences and advertisers alike. RCA manufactures a line of broadcast measuring equipment that *gets* the facts: instruments for a. f. and r. f. and field-intensity checks at every point in your system. Instruments that are accurate. Inexpensive. And reliable!



NO MORE CALCULATIONS on Field Intensity Surveys! RCA Direct-Reading F. I. Meter

Now your staff can check coverage, service area, antenna efficiency . . . *without* costly and time-wasting calculations for each of hundreds of individual survey points.

The new RCA light-weight Portable Field Intensity Meter Model 308-A *reads directly* in microvolts per meter—directly, without calculations—directly from the attenuator scale! 6 bands cover from 120 kc. to 18,000 kc., from 20 microvolts to 10 volts per meter. Ask your technical staff—or write for literature.



To Meet the New Frequency Regulations— RCA 311-A Precision Frequency Monitor

Your transmitter frequency must be held within closer tolerances than ever, to meet the *new* regulations! Here is a frequency-monitor of extreme precision, to *help* you meet them. Special, double heat chamber and new A.V.C. stabilized discriminating circuit . . . large 6″ indicating meter with two scale-ranges: 20 cycles and 100 cycles full-scale . . . and carefully regulated power-supply, all help to maintain the inherently high accuracy of the 311-A.

Use RCA Radio Tubes in your station for finer performance

FOR FINER PERFORMANCE... GO RCA ALL THE WAY

Microphones
Speech Input Systems
Associated Equipment
Transmitters

RCA *Broadcast Equipment*

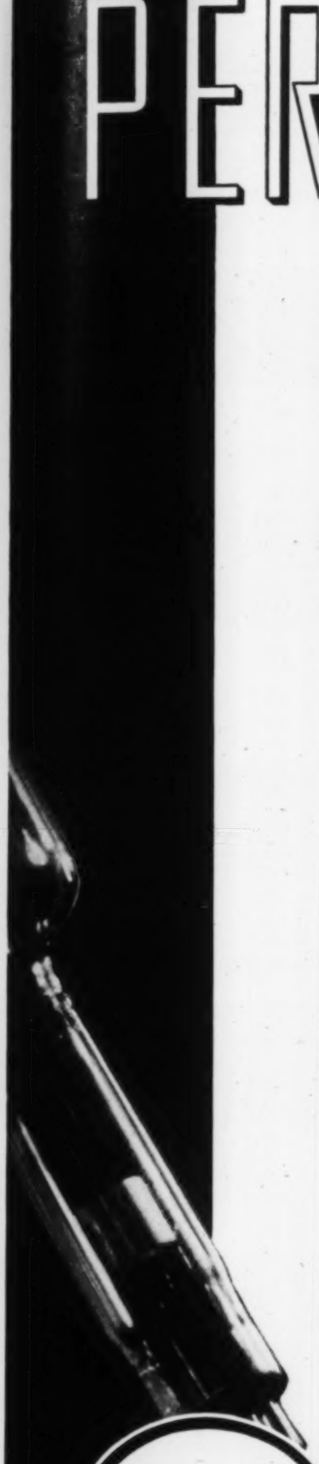
RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave.•Chicago: 589 E. Illinois St.•Atlanta: 530 Citizens & Southern Bank Bldg.•Dallas: Santa Fe Bldg.•San Francisco: 170 Ninth St.•Hollywood: 1016 N. Sycamore Ave.

NEW HIGHS IN TUBE

827
RCA
825
RCA
833-A
RCA
866-A
866

PERFORMANCE!



It is the wise engineer who will make today's tube purchases with a careful eye to the more exacting requirements of a not far distant tomorrow. Shown here are but a few of many recently developed RCA Transmitting Tube types now serving broadcast applications and destined to play important roles in any forward-looking program.

RCA-825
INDUCTIVE-OUTPUT AMPLIFIER

As a multi-electrode transmitting tube of a new type in which the electron stream is inductively coupled to the output circuit, RCA-825 is particularly useful in power amplifier applications above 300 Mc. In such use, it is capable of developing power outputs up to 35 watts, depending on the bandwidth and type of service in which it is used. The tube is also well suited for use as an oscillator and harmonic generator in the same way as tubes of more conventional design. Its high transconductance and its adaptability to tank circuits having low effective capacitance make the 825 well suited for wideband services, such as Television and FM. Maximum ratings: Collector Volts, 2000; Collector Input, 100 watts; Collector Dissipation, 50 watts; Power Output, approx., 35 watts. List Price, **$34.50**

RCA-827-R
AIR-RADIATOR COOLED BEAM TETRODE

Designed primarily to provide economical transmitter power for FM and Television, this remarkable new Tetrode is equally efficient for conventional broadcast requirements. Conservatively operated, a pair of 827-R's will handle the output stage of a 1.0 kw. Television Sound Transmitter — without tricks or fuss — and without costly installation, thanks to the efficiency of its scientifically designed air-cooled radiator.

Maximum Ratings are: Plate Volts, 3500; Plate Input, 1.5 kw.; Plate Dissipation, 0.8 kw.; Power Output, approx., 1.05 kw.; Maximum Frequency at full ratings, 110 Mc.

Net Price, **$135.00**

RCA-833-A
R-F POWER AMPLIFIER, CLASS B MODULATOR

Combining the famous RCA Zirconium-coated plate with other processing refinements, this improved version of the famous RCA-833 offers Kilowatts of power in a tube less than 9" in overall height and 4⅝" in diameter! With forced-air cooling, the 833-A can be used to boost power substantially in applications now served by the former 833. The price remains the same! Maximum ICAS plate dissipation is 450 watts. It can be operated in class C telegraph service with a maximum input of 2000 watts (ICAS) at frequencies as high as 20 megacycles. (Forced-air ventilation is required with ICAS ratings.) With CCS ratings, the maximum input is 1800 watts.

List Price, **$85.00**

RCA-866-A/866
HALF-WAVE MERCURY-VAPOR RECTIFIER

Longer life . . . enormous reserve of filament emission . . . ability to withstand a peak inverse voltage of 10,000 volts . . . 1000 ma. maximum peak plate-current rating . . . conductivity at low plate voltage — this new tube has them all — and at a net price of only $1.50! The 866-A/866 is designed to supersede the RCA types 866 and 866-A, and may be used in equipment designed for these tubes with increased life.

A-C Filament Voltage, 2.5 volts; Filament Current, 5.0 amps.; Peak Inverse voltage (up to 150 cycles per second), 10,000 volts max. — (up to 1000 cycles per second) 5000 volts max.; Peak Plate Current, 1.0 amp. max.; Average Plate Current, 0.25 amp. max. Net Price, **$1.50**

OTHER POPULAR RCA TRANSMITTING TUBES AND RECTIFIERS

Tube Type	Net Price	Tube Type	Net Price	Tube Type	Net Price
RCA-207°	$300.00	RCA-845	$10.00	RCA-889°	$275.00
RCA-803	28.50	RCA-857-B	240.00	RCA-889-R°	375.00*
RCA-805	13.50	RCA-862°	1650.00	RCA-891°	285.00
RCA-807	3.50	RCA-869-A	125.00	RCA-891-R°	410.00*
RCA-810	13.50	RCA-872	9.00	RCA-892°	285.00
RCA-813	22.00	RCA-872-A	11.00	RCA-892-R°	410.00*
RCA-828	17.50	RCA-880°	750.00	RCA-898°	1650.00

CATHODE RAY TUBES

Tube Type	Screen	Net Price
RCA-3AP1/906P1	3" Green Phosphor	$13.50
RCA-5BP1/1802P1	5" Green Phosphor	24.75
RCA-902	2" Green Phosphor	7.50
RCA-913	1" Green Phosphor	4.00

RCA VICTOR PREFERRED TYPE RADIO TUBES
For Finer Radio Performance

*°Sold only by Offices of RCA Manufacturing Co., Inc. *Credit of $100.00 allowed for return of radiator and crate in good condition.*

RCA

Transmitting Tubes

PROVED IN COMMUNICATIONS MOST EXACTING SERVICES

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of The Radio Corporation of America

In Canada: RCA VICTOR COMPANY LIMITED, MONTREAL

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 338]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Radio Engineering Labs. Inc.	Long Island City, N. Y.	35-54 36th St.	Ravenswood 8-2340	Chas. M. Srebroff	Frequency modulation broadcast transmitters for high fidelity purposes (power ratings from 50 watts to 50 kw.), amplitude modulation broadcast transmitters, frequency modulation monitoring equipment, frequency modulation relay transmitters (power ratings from 50 to 200 watts), frequency modulation 50 watt portable transmitters for remote broadcast pickup work, high fidelity speech input equipment
Radio Receptor Co. Inc.	New York	251 W. 19th St.	Chelsea 3-1382	Ludwig Arnson	Transmitters, antenna tuning and phasing equipment, remote pichup equipment, monitoring units
Radio Specialties Co.	Los Angeles, Cal.	1956 S. Figueroa St.	Prospect 7272	Preston Dooley	Transmitting tubes, discs, parts and equipment
Radiotone Inc.	Hollywood, Cal.	7356 Melrose Ave.	York 7204	W. H. Snow	Recording machines, recording amplifiers, recording accessories
Radio Transceiver Laboratories	Richmond Hill, N. Y.	8627 115th St.	Virginia 7-6428	Frank Jacobs	Portable and pack transmitters, pack receiver, field strength meter
Rangertone, Inc.	Newark, N. J.	201 Verona Ave.	Humboldt 2-0123	R. H. Ranger	Recording needles, signature chimes, recording blanks
Ray-O-Vac Co.	Madison, Wis.	2317 Winnebago St.	Badger 193	N. D. Vea	A, B & C batteries
Recoton Corp.	New York	178 Prince St.	Walker 5-6151	S. Nester	Sapphire and steel cutting needles, sapphire playback needles, steel transcription needles, record renewer for acetate records, recording blanks
Rek-O-Kut Corp.	New York	173 Lafayette St.	Canal 6-3835	Geo. Silber	Recording motor assembly
Remler Co. Ltd.	San Francisco	2101 Bryant St.	Valencia 3435	P. S. Lucas	Attenuators
Robinson Recording Labs.	Philadelphia, Pa.	35 S. 9th St.	Walnut 6800	W. P. Robinson	Recording machines, transcription turntables
Royal Metal Mfg. Co.	Chicago, Ill.	175 N. Michigan Ave.	State 5010	....	Studio chairs
The Charles E. Schuler Engineering Co.	Newark, O.	Box 631	4319	Charles E. Schuler	All types radio antenna, both galvanized and painted
Scientific Radio Service	University Park, Md.	124 Jackson Ave.	Hyattsville 0535	H. D. Eisenhauer	Piezo electric crystals and holders, frequency measuring services
Seattle Radio Supply Inc.	Seattle, Wash.	2117 Second Ave.	Seneca 2345	Hershal Wandling	Transmitting tubes, microphones, studio accessories, reproducers, turntables, recorders, condensers
Shure Brothers	Chicago, Ill.	225 W. Huron St.	Delaware 8381	John A. Berman	Microphones, microphone stands, accessories, pickups, call letter nameplates
Mark Simpson Distributing Co. Inc.	New York	16 Hudson St.	Barclay 7-1343	L. Werner	Special modulators, electronic equipment
Hector R. Skifter	St. Paul, Minn.	St. Paul Hotel	Cedar 5511	Hector R. Skifter	Custom built transmitting equipment
Sound Apparatus Co.	New York	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Recording machines, recording blanks, needles, filters, equalizers, recording heads, pickups, recording amplifiers and chassis, recording and playback motors
Sound Control	Des Moines, Ia.	547 44th St.	5-4826	Russell R. McBride	Studio equipment
Sound Projects Co.	Chicago, Ill.	3140 W. Walton St.	Nevada 6262	M. F. Leclair	Playback machines
Speak-O-Phone Recording and Equipment Co.	New York	23 West 60th St.	Columbus 5-1350	C. A. Austin	Recording equipment, acetate discs
Spokane Radio Co. Inc.	Spokane, Wash.	611 W. First Ave.	Main 3213	M. H. Willis	Recording equipment and supplies remote amplifiers, audio and studio speakers, parts, tubes, custom building
Standard Electrical Products Co.	St. Paul, Minn.	317 Sibley St.	Garfield 1655	Solen M. Goffstein	Variable transformers, relays
Standard Transformer Corp.	Chicago, Ill.	1500 N. Halsted St.	Lincoln 5600	C. L. Pugh	Transformers, packs
Sundt Engineering Co.	Chicago, Ill.	4757 Ravenswood Ave.	Longbeach 7778	E. V. Sundt	Neon tubes, neon pocket testers, tuning wands, neobeam oscilloscope, special amplifiers
Swan Engineering Co. Inc.	Newark, N. J.	410 Frelinghuysen Ave.	Bigelow 8-2020	George Swan	Fabricated bent tubular parts
Talking Devices Co.	Chicago, Ill.	4447 Irving Park Road	Palisade 5610	L. H. Ottofy	Discs, instantaneous and wax, recording machines, phonograph turntables, record making equipment
Taylor Tubes Inc.	Chicago, Ill.	2341 Wabansia Ave.	Armitage 1730	Rex L. Munger	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	7 Lincoln St.	Journal Square 4-1005	M. Bjorndal	Attenuators, potentiometers, pads, gain sets, tap switches, resistance boxes, attenuators, resistors
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	W. S. Hartford	Transformers, filter reactors, automatic voltage regulators
Timber Engineering Co.	Washington, D. C.	1337 Connecticut Ave.	Decatur 1052	Harry G. Uhl	Timber connector for radio towers
Tower Sales & Erecting Co.	Portland, Ore.	....	....	C. H. Fisher	Vertical radiator installation, including piers, steel erection, ground system, lighting and painting
Transducer Corp.	New York	42 W. 48th St.	Bryant 9-7179	G. M. Giannini	Microphones, inter-communicating systems
The Triplett Electrical Instrument Co.	Bluffton, O.	Harmon Road	323-W	N. A. Triplett	Milliammeters, ammeters, voltmeters, decibel meters, testing and measuring equipment
Truscon Steel Co.	Youngstown, O.	....	3-2171	Geo. F. Bateson	Self supporting vertical radiators, uniform cross-section guyed masts, copper mesh ground screen
The Turner Co.	Cedar Rapids, Ia.	909 17th St. N. E.	3-2607	H. W. Johnson	Crystal, dynamic microphones, microphone accessories
United Electronics Co.	Newark, N. J.	42 Spring St.	Humboldt 2-0577	C. A. Rice	Transmitting tubes, rectifiers
United States Record Corp.	New York	1780 Broadway	Circle 5-7190	Eli E. Oberstein	Discs
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	S. P. Walker	Sound insulation and acoustical materials

[Continued on Page 350]

TRUSCON TRIANGULAR RADIO TOWERS

PARTIAL LIST OF INSTALLATIONS

WDOD	Chattanooga, Tenn.
WADC	Akron, Ohio
WLW	Cincinnati, Ohio
WDGY	Minneapolis, Minn.
KGHL	Billings, Mont.
WSVA	Harrisonburg, Va.
WTMV	East St. Louis, Ill.
WNBC	New Britain, Conn.
KTRH	Houston, Texas
WBNX	Carlstadt, N. J.
WHDL	Olean, N. Y.
WIS	Columbia, S. C.
WOKO	Albany, N. Y.
WGAR	Cleveland, Ohio
WCOP	Boston, Mass.
WELI	New Haven, Conn.
WJAX	Jacksonville, Fla.
WEMP	Milwaukee, Wisc.
WJJD	Mooseheart, Ill.
WREC	Memphis, Tenn.
KOMO	Seattle, Washington
WRDC	Hartford, Conn.
WFBC	Greenville, S. C.
KBTM	Jonesboro, Arkansas
WIBA	Madison, Wisc.
WEDC	Chicago, Ill.
WTAQ	Greenbay, Wisc.
WDAE	Tampa, Florida
WFMD	Frederick, Md.
WSAI	Cincinnati, Ohio
WHBL	Sheboygan, Wisc.
	Canton, China
WSPR	Springfield, Mass.
KFEL	Denver, Colo.
WROK	Rockford, Ill.
WAAF	Chicago, Ill.
WCLO	Janesville, Wisc.
WSIX	Nashville, Tenn.
KEPY	Spokane, Wash.
WSBC	Chicago, Ill.
WTRC	Elkhart, Ind.
	Tallin, Esthonia
WKY	Oklahoma City, Okla.
KMA	Shenandoah, Ia.
KWYO	Sheridan, Wyo.
KRSC	Seattle, Wash.
KYSM	Mankato, Minn.
WHDF	Calumet, Mich.
KOCY	Oklahoma City, Okla.
KTUL	Tulsa, Oklahoma
KFJZ	Fort Worth, Texas
KSO	Des Moines, Iowa
WIBC	Indianapolis, Ind.
WFBR	Baltimore, Md.
WHBF	Rock Island, Ill.
WOI	Ames, Iowa
KMMJ	Phillips, Nebraska
KFDA	Amarillo, Texas
WLNH	Laconia, N. H.
KRBM	Bozeman, Mont.
WKBB	Dubuque, Iowa
KARK	N. Little Rock, Ark.
WFMJ	Youngstown, Ohio
KDRO	Sedalia, Mo.
KSTP	St. Paul, Minn.
WALA	Mobile, Alabama
KPRC	Houston, Texas
WHIO	Dayton, Ohio
WSPA	Spartanburg, S. C.
WORD	Spartanburg, S. C.
KDTH	E. Dubuque, Ill.
KDKA	Pittsburgh, Pa.
WSMB	Algiers, La.
KGW	Portland, Ore.
WRC	Washington, D. C.
WGN	Chicago, Ill.
WFAA	Dallas, Texas
KWKH	Shreveport, La.
KOB	Alameda, N. Mexico
WSB	Atlanta, Georgia

PARTIAL LIST OF INSTALLATIONS

KFEQ	St. Joseph, Mo.
WNBF	Binghamton, N. Y.
WFOY	St. Augustine, Fla.
WORL	Boston, Mass.
WCBM	Baltimore, Md.
KLRA	Little Rock, Ark.
KVI	Tacoma, Washington
WGRC	New Albany, Ind.
WIRE	Indianapolis, Ind.
WSMB	Algiers, La.
WTAD	Quincy, Ill.
WDWS	Champaign, Ill.
KTSM	El Paso, Texas
KOBH	Rapid City, S. D.
WILL	Urbana, Illinois
KGLO	Mason City, Iowa
WEEL	Boston, Mass.
KRNT	Des Moines, Iowa
WRBL	Columbus, Georgia
WCAX	Burlington, Vt.
WXYZ	Detroit, Mich.
WATL	Atlanta, Georgia
KSFO	San Francisco, Calif.
KOIL	Council Bluffs, Iowa
WKBN	Youngstown, Ohio
KSRO	Santa Rosa, Calif.
KPQ	Wenatchee, Wash.
WIND	Gary, Indiana
WAGA	Atlanta, Georgia
WCBD	Elmhurst, Illinois
KPFA	Helena, Montana
WICA	Ashtabula, Ohio
WJDX	Jackson, Mississippi
KICA	Clovis, New Mexico
WCOC	Meridian, Miss.
KGVO	Missoula, Montana
WOMI	Owensboro, Ky.
KOTN	Pine Bluff, Ark.
KFYR	Bismarck, N. Dakota
WJBL	Decatur, Illinois
WTJS	Jackson, Tenn.
KXOK	St. Louis, Missouri
WLB	Minneapolis, Minn.
KFAM	St. Cloud, Minn.
WTRI	Sioux City, Iowa
WCSC	Charleston, S. C.
WMGA	Moultrie, Georgia
WARD	Brooklyn, N. Y.
WCAR	Pontiac, Mich.
WSPB	Sarasota, Florida
WLBJ	Bowling Green, Ky.
WHBY	Appleton, Wisc.
WHLD	Niagara Falls, N. Y.
WHEB	Portsmouth, N. H.
WMCA	South Kearney, N. J.
WHKY	Hickory, N. Carolina
WJHP	Jacksonville, Fla.
KROD	El Paso, Texas
	Venezuela, So. Amer.
WLOL	St. Paul, Minn.
WKPT	Kingsport, Tenn.
WGOV	Valdosta, Ga.
WMJM	Cordele, Ga.
WNEW	Carlstadt, N. J.
WTAW	College Station, Tex.
KHAS	Hastings, Nebraska
WLAP	Lexington, Ky.
WCMI	Ashland, Ky.
WAKR	Akron, Ohio
KFOR	Lincoln, Nebraska
WGAR	Cleveland, Ohio
KID	Idaho Falls, Idaho
WGR-WKBW	Buffalo, N. Y.
WOAI	San Antonio, Tex.
WTAM	Cleveland, Ohio
WLS	Chicago, Illinois
WHBC	Canton, Ohio
KGNC	Amarillo, Texas
WBZ	Hull, Mass.

Noteworthy Features of Truscon Triangular Radio Towers

1. Available in two mechanically sound and electrically efficient types: SELF-SUPPORTING and UNIFORM CROSS SECTION GUYED MAST.
2 TRIANGULAR design requires smallest possible base area for any given height of tower.
3. Precision manufacture of sectional units assures low field costs due to ease and rapidity of erection.
4. Exceptional structural strength and well-proportioned appearance.
5. Heavy material thickness of members contributes to long life and low maintenance cost.
6. A PROVED RECORD OF UNPARALLELED ABILITY TO WITHSTAND STORMS OF EXTRAORDINARY FORCE.

Successful performance of Truscon Triangular Radio Towers is evidenced by the constantly increasing list of installations. Services of Truscon Radio Tower technicians are at your disposal. Address inquiries to:

TRUSCON STEEL COMPANY
56 SALES-ENGINEERING OFFICES • • 29 WAREHOUSES
YOUNGSTOWN • OHIO
SUBSIDIARY OF REPUBLIC STEEL CORPORATION

FROM EARPHONE DAYS TO . . . NOW!

complete

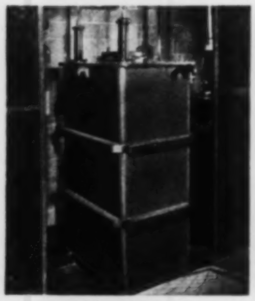
WESTINGHOUSE STATION NO. 1 WAS KDKA IN PITTSBURGH

Its broadcast of the Harding-Cox election returns established a milestone in radio history. Since that date Westinghouse has been engaged continuously in broadcast operation—and this commercial operating experience is reflected in all the equipment which Westinghouse makes for radio stations, including equipment for antenna phasing, antenna tuning, antenna lighting, main power entrance, power transfer, generation, distribution, station lighting, power control, and operating consoles.

COMPLETE SUPPLEMENTARY EQUIPMENT AND SERVICES

Transformers

Regulators



Reactors

Circuit Breakers

Back in the days when a crystal detector and a headset marked the rabid radio fan, the first regularly scheduled broadcasts came over the air from Westinghouse station KDKA. Leadership *then* built the foundation for leadership *today*.

In operating experience that early nucleus expanded to include WBZ, WBZA, KYW, WPIT, WBOS, WOWO, and WGL.

In manufacturing experience it spread over the entire field of equipment for commercial broadcasting to include that last word in modern radio transmission — the new Westinghouse 50-HG transmitter. Today Westinghouse is the ONLY company which manufactures under its own name and responsibility ALL the equipment needed for complete radio transmitting station operation.

First-hand experience and familiarity with commercial station requirements guide every step in the design and manufacture of this equipment. Westinghouse knows the problems of the commercial station operator because Westinghouse IS a commercial station operator.

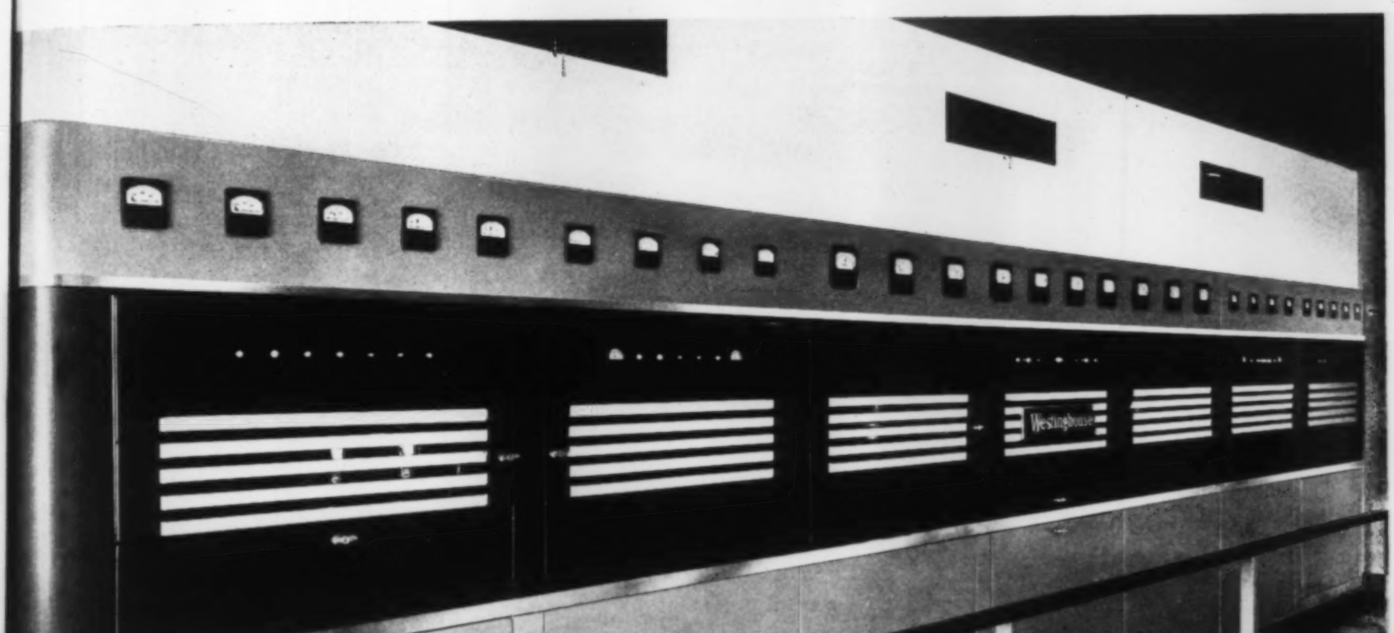
If you anticipate replacement or expansion of your present broadcast equipment, talk to a Westinghouse man.

WESTINGHOUSE W

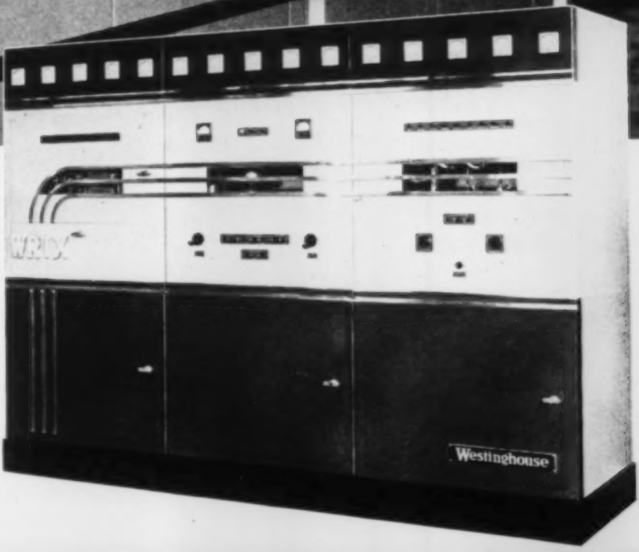
Westinghouse

equipment

FOR COMMERCIAL BROADCASTING



50,000 Watts . . . with air-cooled tubes in all stages, metal rectifiers throughout except main high-voltage rectifier, equalized feedback, compressed gas condensers, complete elimination of fuses, full automatic control and other improvements characterize the new Westinghouse 50-HG Transmitter now in use or being installed by Stations KDKA, WBZ, WPTF, and WBAL.



5,000 and 10,000 Watts... the new Westinghouse 5-HV and 10-HV Broadcast Transmitters include the advantages of air-cooled tubes in all stages, metal rectifiers for all low-voltage plate supply, inductive neutralization of the power amplifier, equalized feedback, and compressed gas condensers.

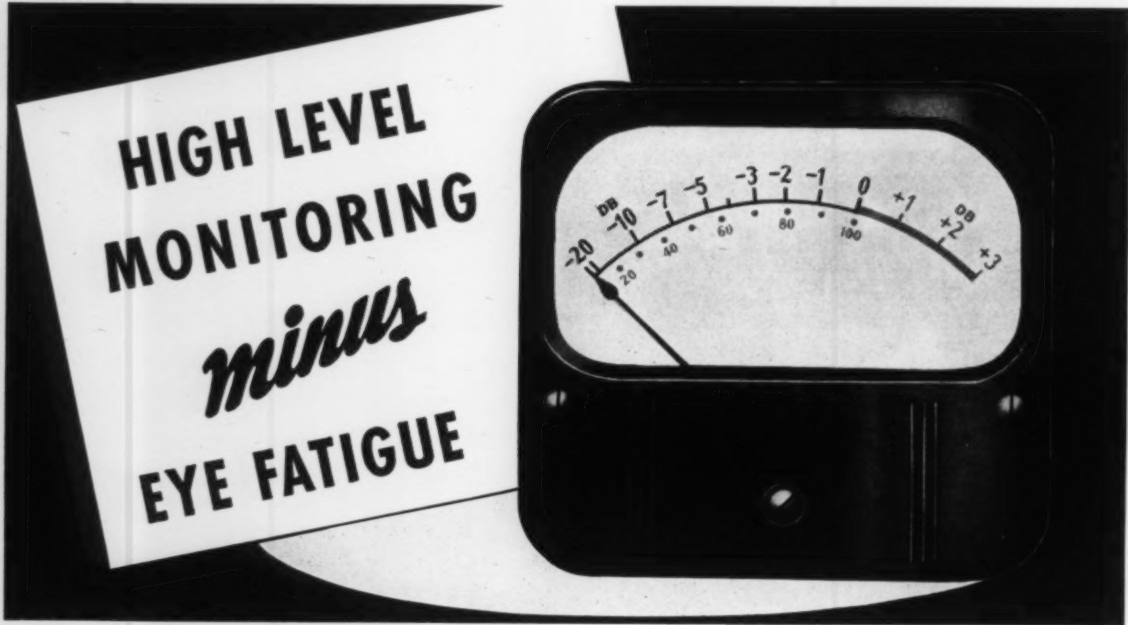
J-08032

Broadcast Equipment

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 346]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
United Transformer Corp.	New York	150 Varick St.	Canal 6-1080	I. A. Mitchell	Transformers, reactors, voltage regulators, filters, line equalizers, recording equalizers, laboratory equipment
Universal Battery Co.	Chicago, Ill.	3410 So. LaSalle St.	Boulevard 7400	Robert S. Mowry	Storage batteries
Universal Microphone Co. Ltd.	Inglewood, Cal.	424 Warren Lane	Orchard 7-4216	J. R. Fouch	Recording machines, cutting stylii, cutting heads recording blanks, recording amplifiers, microphones, stands, cables and accessory equipment, microphones, amplifiers, microphone stands and accessories, recording machines, discs, needles, stylii
Utah Radio Products Co.	Chicago, Ill.	820 N. Orleans	Superior 8388	G. Hamilton Beasley	Speakers, transformers, volume and tone controls, jacks, switches, potentiometers, rheostats, plugs, vibrators
W. S. E. Co.	Lancaster, Pa.	310 W. Orange St.	3-2622	Chas. G. Schrite	Repainting radio towers
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South St.	Oakwood 9570	....	Rheostats, relays, resistors
Waveland Company	Chicago, Ill. Elmhurst, Ill.	4744 W. Rice St. 375 Mitchell Ave.	Mansfield 1437 Elmhurst 1751-R	G. W. Strong E. S. Smithson	Radio tower erection and maintenance service
Webster Co.	Chicago, Ill.	5622 Bloomingdale St.	Merrimac 3100	Charles Cushway	Microphones, amplifiers, turntables, record changers, phonomotors, pickups
Webster Electric Co.	Racine, Wis.	Clark & De Koven Aves.	Jackson 6776	Henry G. Kobick	Recording heads.
Western Electric Co.	(see Graybar Electric Co.)				
Western Sound & Electric Labs. Inc.	Milwaukee, Wis.	311 W. Kilbourn Ave.	Daly 5382	Edw. M. Dieringer	Amplifiers, microphones, recording equipment, recorders
Westinghouse Electric & Mfg. Co.	Baltimore, Md.	2519 Wilkens Ave.	Gilmore 7320	E. T. Morris	Amplitude and frequency modulated transmitters, custom built studio equipment, transmitting tubes, antenna phasing and tuning equipment, instruments, meters, relays, studio and tower lighting equipment, transformers, transmitting capacitators, circuit breakers, power entrance equipment, switches and indicating lights
Weston Electrical Instrument Corp.	Newark, N. J.	614 Frelinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	Voltmeters, ammeters, ohmmeters, volt-ohm-milliammeters, decibel meters, volume level indicators, tubecheckers, panel instruments
Willard Storage Battery Co.	Cleveland, O.	246 E. 131st St.	Glenville 2600	E. N. Sutherland	Dry batteries
Wincharger Corp.	Sioux City, Iowa	E. 7th and Division Sts.	8-6513	M. M. Lasensky	Guyed vertical radiators
John Wright Instrument Maker	Portland, Ore.	5212 S. E. 87th Ave.	Sunset 4902	John Wright	Custom built electrical instruments, repair service



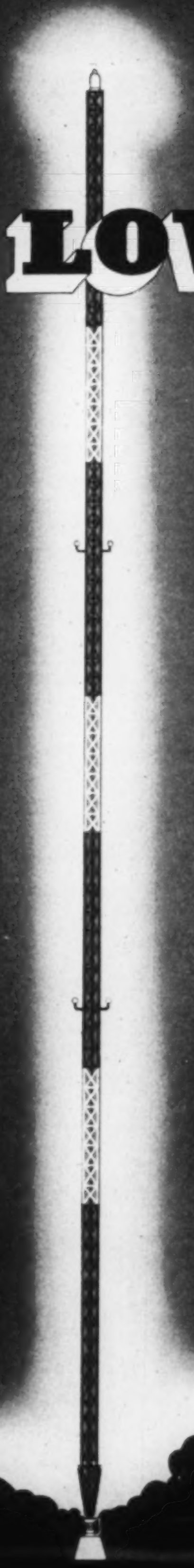
INSTRUMENTS FOR EVERY COMMUNICATIONS NEED
Model 45
Precision
Portable DC
Instruments
Model 430
Portable
AC-DC
Instruments
Model 763
Direct-
Reading
Ohmmeter
Model 665
Volt-Ohm-
Milliammeter

WESTON

TYPE 30

VOLUME LEVEL INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue ... materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.



LOWER COST

WINCHARGER

NEW GUYED

VERTICAL RADIATOR

Wincharger antennas lead the field with outstanding performance and low cost. Uniform cross section --- designed for 100 mile wind velocity. Used and endorsed by broadcast stations throughout the United States for single radiators and directional arrays. Wincharger now offers complete erection service. Write for complete quotation on towers, lighting equipment, anchors, base, and erection costs.

APPROXIMATE COSTS

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:

200 FT. TOWER	**$725.00**
240 FT. TOWER	**$1720.00**
300 FT. TOWER	**$2160.00**
400 FT. TOWER	**$4175.00**

WINCHARGER CORPORATION
SIOUX CITY IOWA

WRITE FOR COMPLETE DETAILS AND QUOTATIONS

MANUFACTURERS OF RECORDING AND ASSOCIATED EQUIPMENT

H. W. ACTON CO. Inc.—370 Seventh Ave., New York. Telephone: Longacre 5-4884. Manager: Harold A. Bengeyfield. Manufactures: transcription needles, steel cutting needles.

THE ALLIANCE MFG. Co.—Alliance, O. Telephone: 6249. Manager: P. Turner. Manufactures: Phonograph motors and turntables, recording motors.

ALLIED RECORD MFG. Co.—1041 N. Las Palmas Ave., Hollywood, Cal. Telephone: Hollywood 5107. Manager: Louis I. Goldberg. Processing and pressing of electrical transcriptions and phonograph records.

ALLIED RADIO Corp.—833 W. Jackson Blvd., Chicago, Ill. Telephone: Haymarket 6800. Manager: Julian McBarron. Manufactures: recorders, discs, needles, turntables, reproducers.

ALLIED RECORDING PRODUCTS Co.—21-09 43rd Ave., Long Island City, N. Y. Telephone: Stillwell 4-2318. Manager: I. H. Goldman. Manufactures: recording machines, recording blanks, recording amplifiers, accessories.

ASTATIC MICROPHONE LAB. Inc.—830 Market St., Youngstown, O. Telephone: 4-2115. Manager: R. T. Schottenberg. Manufactures: pickups, recording heads, accessories.

AUDAK Co.—500 Fifth Ave, New York City. Telephone: Lackawanna 4-3723. Manager: George V. Sullivan. Manufactures: pickups, cutting heads.

AUDIO DEVICES, Inc.—1600 Broadway, New York City. Telephone: Circle 5-5696. Manager: C. C. Pell, Jr. Manufactures: recording discs, sapphires.

DAVID BOGEN & CO. Inc.—663 Broadway, New York City. Telephone: Gramercy 7-0500. Manager: Charles E. Deane. Manufactures: recording equipment, transcription record players.

BRUSH DEVELOPMENT Co.—3311 Perkins Ave., Cleveland, O. Telephone: Endicott 3315. Manager: Victor B. Phillips. Manufactures: pickups, record cutters.

CANADIAN MARCONI CO. Ltd.—211 St. Sacrament St., Montreal. Telephone: Marquette 7081. Manager: M. M. Elliott. Manufactures: turntables, recording equipment.

COLLINS RADIO CO.—2920 1st Ave., Cedar Rapids, Ia. Telephone: 8197. Manager: M. H. Collins. Manufactures: recording amplifiers.

F. L. COOK—606 Parkman Ave., Los Angeles, Cal. Telephone: Fitzroy 9833. Manager: F. L. Cook. Manufactures: recording discs, needles, cutting stylii, sapphires.

DUPLEX RECORDING DEVICES Co.—514 W. 36th St., New York City. Telephone: Bryant 9-0308. Manager: Benjamin Rose. Manufactures: recording equipment.

DUPLEX RECORDING DEVICES Co.—1041 Manor Ave., New York City. Telephone: Tivoli 2-1817. Manager: Benjamin Rose. Manufactures: sound-on-disc recording turntables.

FAIRCHILD AVIATION Corp.—88-06 Van Wyck Blvd., Jamaica, L. I., N. Y. Telephone: Jamaica 6-3800. Manager: R. H. Lasche. Manufactures: recording equipment, pickups, transcription turntables, recording accessories.

FEDERAL RECORDER Co., 50 W. 57th St., New York City. Telephone: Circle 5-8497. Manager: M. M. Pochapin. Manufactures: recorders, accessories, blank discs, recording and playback needles.

GARRARD SALES Corp.—296 Broadway, New York City. Telephone: Rector 2-1423. Manager: Wm. Carduner. Manufactures: record changers, transcription motors, pickups, cases.

GATES COMPANIES.—Quincy, Ill. Telephone: Main 735. Manager: P. S. Gates. Manufactures: transcription equipment, sound effects tables.

GENERAL COMMUNICATION PRODUCTS Co.—6245 Lexington Ave., Hollywood, Cal. Telephone: Granite 6181. Manager: R. J. Thompson. Manufactures: transcription players.

GOULD-MOODY Co.—395 Broadway, New York City. Telephone: Canal 6-3446. Manager: S. S. Gould. Manufactures: recording blanks, needles.

HARRIS MFG. Co.—2422 W. 7th St., Los Angeles, Cal. Telephone: Fitzroy 6026. Manager: J. Henry Harris. Manufactures: transcription playback instruments.

LANSING MFG. Co.—6900 McKinley Ave., Los Angeles, Cal. Telephone: Thornwall 4175. Manager: L. B. Brittain. Manufactures: lateral recording equipment.

LOWELL NEEDLE CO. Inc.—Putnam, Conn. Telephone 186. Manager: Elliott D. Dean. Manufactures: phonograph needles.

MAXWELL-SMITH Co.—1027 N. Highland, Hollywood, Cal. Telephone: Hillside 7866. Manager: Leo Petroff. Manufactures: transcription equipment.

McDONALD RECORDING & ENGINEERING SERVICE.—415 N. Harper Ave., Los Angeles, Cal. Telephone: Wyoming 0302. Manager: Clifford C. McDonald. Manufactures: custom built reproducing equipment, recording machines.

MILES REPRODUCER Co.—812 Broadway, New York City. Telephone: Gramercy 5-9466. Manager: J. M. Kuhlick. Manufactures: sound on film recording machines, reproducing machines.

MIRROR RECORD Corp.—58 W. 25th St.. New York City. Telephone: Chelsea 3-2222. Manager: Paul K. Trautwein. Manufactures: recording equipment, recording blanks, recording needles, playback needles.

NASH RADIO PRODUCTS Co.—6267 Gravois Ave., St. Louis, Mo. Telephone: Riverside 7060. Manufactures: recording and playback equipment, recording compounds, recording lubricant, record permertiser, record cleaner, record lube.

PACIFIC SOUND EQUIPMENT Co.—180 N. Poinsettia Pl., Hollywood, Cal. Telephone: Wyoming 6937. Manager: Robt. G. Metzner. Manufactures: recording machines, transcription playbacks.

PERMO PRODUCTS Corp.—6415 N. Ravenswood Ave., Chicago. Telephone: Briargate 2420. Manager: F. E. Williamson. Manufactures: Transcription reproducing needles, recording stylii.

PHONOGRAPH NEEDLE MFG. CO. Inc.—42 Dudley St., Providence, R. I. Telephone: Dexter 5952. Manager: J. H. Moody. Manufactures: Cutting needles, transcription needles.

PIEZOELECTRIC LABS.—New Dorp, N. Y. Telephone: Dongan Hills 6-1177. Manager: Chas. G. Ligh. Manufactures: recording equipment, cutting stylii, recording amplifiers.

POINSETTIA, Inc.—Pitman, N. J. Telephone: Pitman 511. Manager: H. Warner. Manufactures: sound recording equipment, record processing equipment, record factory equipment.

PRESTO RECORDING Corp.—242 W. 55th St., New York City. Telephone: Columbus 5-7760. Manager: R. C. Powell. Manufactures: portable and stationary sound recording equipment, blank discs, cutting and playing needles, transcription turntables, accessories.

B. A. PROCTOR CO. Inc.—230 Park Ave., New York City. Telephone: Murray Hill 6-7542. Manager: F. C. W. Thiede. Manufactures: pickups, recording machines, sound effects, reproducing units.

RADIAD SERVICE—154 E. Erie St., Chicago, Ill. Telephone: Superior 1275. Manager: Edward L. Foertsch. Manufactures: turntables, record cabinets, albums.

RCA MANUFACTURING Co.—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Manager: I. R. Baker. Manufactures: transcription turntables.

RCA VICTOR Co. Ltd.—976 Lacasse St., Montreal, Canada. Telephone: Wellington 3671. Manager: J. L. McMurray. Manufactures: recording equipment, acetate recording blanks.

RADIO SPECIALTIES Co.—1956 S. Figueroa St., Los Angeles, Cal. Telephone: Prospect 7272. Manager: Preston Dooley. Manufactures: recording discs.

RADIOTONE Inc.—7356 Melrose Ave., Hollywood, Cal. Telephone: York 7204. Manager: W. H. Snow. Manufactures: recording instruments, playback systems, acetate recording discs and accessories.

RANGERTONE Inc.—201 Verona Ave., Newark, N. J. Telephone: Humboldt 2-0123. Manager: Major R. H. Ranger. Manufactures: recording needles, recording blanks.

RECOTON Corp.—178 Prince St., New York City. Telephone: Walker 5-6151. Manager: S. Nester. Manufactures: sapphire and steel cutting needles, sapphire transcription needles, sapphire playback needles.

REK-O-KUT Corp.—254 Canal St., New York City. Telephone: Canal 6-3835. Manager: George Silber. Manufactures: recording overhead feed mechanism, all types feedscrews, custom built turntables and equipment for recorders.

ROBINSON RECORDING Labs.—35 W. 9th St., Philadelphia, Pa. Telephone: Walnut 6800. Manager: W. P. Robinson. Manufactures: recording machines and transcription turntables.

SEATTLE RADIO SUPPLY Inc.—2117 Second Ave., Seattle, Wash. Telephone: Seneca 2345. Manager: Hershal Wandling. Manufactures: reproducers, turntables, recorders.

SHURE BROS.—225 W. Huron St., Chicago. Telephone: Delaware 8383. Manager: J. A. Berman. Manufactures: pickups.

SOUND APPARATUS Co.—150 W. 46th St., New York City. Telephone: Bryant 9-8776. Manager: A. W. Niemann. Manufactures: recording machines, blanks, needles, recording heads, pickups, recording amplifiers.

SOUND PROJECTS Co.—3140 W. Walton St., Chicago, Ill. Telephone: Nevada 6262. Manager: M. F. Leclair. Manufactures: playback machines.

SPEAK-O-PHONE RECORDING & EQUIPMENT Co.—23 W. 60th St., New York City. Telephone: Columbus 5-1350. Manager: C. A. Austin. Manufactures: recording equipment, acetate discs.

SPOKANE RADIO Co.—611 W. First Ave., Spokane, Wash. Telephone: Main 3213. Manager: M. H. Willis. Manufactures: recording equipment and supplies.

TALKING DEVICES Co.—4447 Irving Park Blvd., Chicago, Ill. Telephone: Palisade 5610. Manager: L. H. Ottofy. Manufactures: instantaneous and wax discs, recording machines, record making equipment.

UNITED STATES RECORD Corp.—1780 Broadway, New York City. Telephone: Circle 5-7190. Manager: Eli E. Oberstein. Manufactures: discs.

UNIVERSAL MICROPHONE Co. Ltd.—424 Warren Lane, Inglewood, Cal. Telephone: Orchard 7-4216. Los Angeles. Telephone: Oregon 8-1030. Manager: J. R. Fouch. Manufactures: recording machines, cutting stylii, cutting heads, blanks, recording amplifiers.

WESTERN SOUND AND RECORDING LABS. Inc.—311 W. Kilbourne Ave., Milwaukee, Wis. Telephone: Daly 5382. Manager: Edw. M. Dieringer. Manufactures: recording equipment, recorders.

WEBSTER Co.—5622 Bloomingdale St., Chicago. Telephone: Merrimac 3100. Manager: Chas. Cushway. Manufactures: turntables, record changers, pickups.

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A LOOK AT THE RECORD

PRESTO

Five years ago, Presto offered the first high fidelity instantaneous recording equipment to radio stations. Today, more radio stations use Presto recording equipment than any other make.

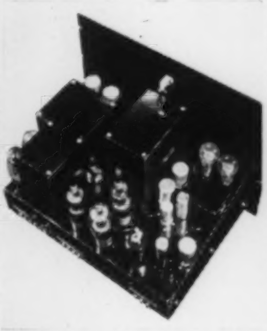
Today, radio stations have a larger investment in Presto equipment than in all other makes of recording equipment combined.

We want to express our thanks to the hundreds of broadcast engineers whose endorsement of Presto equipment has given us this outstanding position in the recording field. More particularly, we want to thank those engineers whose practical suggestions have helped us adapt Presto equipment to the exacting requirements of station operation.

Shown here are some new Presto developments which will further improve the performance of your recording installation.

1. Presto 1-C cutter gives wider response range, higher playback level from Presto recordings. Can exchange for Presto 1-B cutter at low cost.

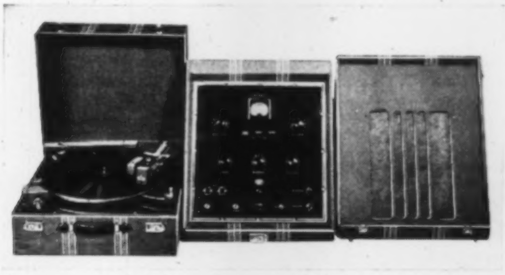
2. Presto 6-N recording turntable for portable or fixed recording installations. A great improvement over the standard 6-D table, less vibration, wider frequency response.



3. Presto 88-A, 50 watt recording amplifier. Selector switch pre-emphasizes high-frequency response to record NBC Orthacoustic or standard high fidelity lateral characteristic. Gain 85 db, 1% distortion.

4. Presto 8-N recorder, the finest recording turntable made by Presto. Used by the larger stations in U. S. and Canada. Records made on the 8-N reproduce uniformly range 50-9000 C. P. S. Noise level −50 db.

5. Presto 62-A transcription table, called by leading engineers the quietest, steadiest table on the market. Selector switch adjusts pickup response instantly for any type lateral recording.



6. Presto model Y recorder, used by scores of stations for outside pickups. Makes high quality 16" transcriptions suitable for broadcasting.

7. Presto recording discs, greatly improved by new manufacturing process to have more uniform coating, lower surface noise, wider frequency range, higher playback level.

8. Presto model L portable playback, lightweight, simple to operate, gives perfect reproduction of all types of lateral recordings. Ideal for time salesmen and agency executives.

PRESTO EQUIPT FOR SOUND RECORDING

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BROADCAST STATIONS IN UNITED STATES AND CANADA

ALABAMA

WHMA, Alabama—*Transmitter Location:* Anniston. *Make:* Collins. *Tower:* 1 Wincharger, 155 ft. *Speech Input:* Collins. *Microphones:* WE. *Recording Equipment:* Presto.

WBRC, Birmingham—*Transmitter Location:* 2400 Arkadelphia Road. *Make:* RCA. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WSGN, Birmingham—*Transmitter Location:* Birmingham. *Make:* WE. *Tower:* 1 Blaw-Knox, 150 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WMSL, Decatur—*Transmitter Location:* 511 Bank St. *Make:* Composite. *Tower:* 1 Wincharger, 220 ft. *Speech Input:* Gates. *Microphones:* RCA.

WJBY, Gadsden—*Transmitter Location:* 108 Broad St. *Tower:* 1 Blaw-Knox, 157 ft. *Microphones:* RCA.

WBHP, Huntsville—*Transmitter Location:* Athens Pike. *Make:* Composite. *Tower:* One 175 ft. *Speech Input:* Composite. *Microphones:* Shure, RCA.

WALA, Mobile — *Transmitter Location:* Mobile. *Make:* RCA. *Towers:* 2 Truscon, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WMOB, Mobile—*Transmitter Location:* 600 St. Louis St. *Make:* RCA.

WCOV, Montgomery—*Transmitter Location:* 3½ miles southeast of Montgomery. *Make:* Collins. *Tower:* 1 Lehigh, 204 ft. *Speech Input:* RCA.

WSFA, Montgomery—*Transmitter Location:* Narrow Lane Road. *Make:* Collins. *Tower:* 1 Blaw-Knox, 183 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

WMSD, Muscle Shoals—*Transmitter Location:* Sheffield, Ala. *Make:* Sylvania. *Tower:* One, 168 ft. *Speech Input:* Gates, *Microphones:* RCA. *Recording Equipment:* Presto.

WJHO, Opelika— *Transmitter Location:* 1400 Auburn Road. *Make:* Collins. *Tower:* 1 Wincharger, 335 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA.

WHBB, Selma — *Transmitter Location:* Edgewood. Ala. *Make:* WE. *Tower:* One, 157 ft. *Microphones:* RCA.

WJRD, Tuscaloosa—*Transmitter Location:* Greensboro Road. *Make:* RCA. *Tower:* 1 Wincharger, 165 ft. *Speech Input:* Gates. *Microphones:* RCA.

ARIZONA

KWJB, Globe—*Transmitter Location:* 1 mile south of Globe. *Make:* WE. *Tower:* 1 Allison, 204 ft. *Speech Input:* WE. *Microphones:* WE.

KCRJ, Jerome—*Transmitter Location:* Jerome. *Make:* Composite. *Tower:* 1 Wincharger, 200 ft. *Speech Input:* Composite. *Microphones:* Turner.

KSUN, Lowell—*Transmitter Location:* Bisbee. *Make:* Composite. *Tower:* One 210 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KOY, Phoenix—*Transmitter Location:* Box 2671. *Make:* Collins. *Tower:* 1 Blaw-Knox, 284 ft. *Speech Input:* Collins. *Microphones:* WE, RCA. *Recording Equipment:* RCA, Presto.

KTAR, Phoenix—*Transmitter Location:* 36th St. & E. Thomas Road. *Make:* WE. *Towers:* 2 Allison, 400 & 300 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KYCA, Prescott—*Transmitter Location:* Prescott. *Make:* RCA. *Tower:* 1 Allison, 190 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KGLU, Safford — *Transmitter Location:* Sixth Ave. & Relation St. *Make:* WE. *Tower:* 1 Blaw-Knox, 180 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

KTUC, Tuscon—*Transmitter Location:* 142 S. Sixth Ave. *Make:* Composite. *Towers:* Two, 90 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KYUM, Yuma—*Transmitter Location:* 19th Ave. & First St. *Make:* RCA. *Tower:* One, 179 ft. *Speech Input:* RCA, *Microphones:* RCA. *Recording Equipment:* RCA.

ARKANSAS

KLCN, Blytheville—*Transmitter Location:* Railroad & Walnut Sts. *Make:* Gates. *Tower:* 1 Blaw-Knox, 208 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Wilcox-Gay.

KELD, El Dorado—*Transmitter Location:* Box 610. *Make:* RCA. *Tower:* 1 Blaw-Knox, 180 ft. *Speech Input:* RCA. *Microphones:* RCA.

KFPW, Fort Smith—*Transmitter Location:* Albert Pike & Kelly Highway. *Make:* RCA. *Tower:* 1 Blaw-Knox, 180 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Universal.

KTHS, Hot Springs—*Transmitter Location:* Malvern Highway. *Make:* Composite. *Towers:* Two, 200 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild, Proctor.

KWFC, Hot Springs—*Transmitter Location:* 819½ Central Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

KBTM, Jonesboro—*Transmitter Location:* State Highway No. 1. *Make:* Gates. *Tower:* 1 Truscon, 189 ft. *Speech Input:* Gates. *Microphones:* Amperite, Turner, Shure. *Recording Equipment:* Presto.

KARK, Little Rock—*Transmitter Location:* Jackson Blvd., N. Little Rock. *Make:* RCA. *Towers:* 1 Blaw-Knox, 312 ft.; 1 Truscon, 250 ft. *Speech Input:* RCA, *Microphones:* RCA. *Recording Equipment:* RCA.

KGHI, Little Rock—*Transmitter Location:* Gazette Bldg. *Make:* Composite. *Tower:* 1 Wincharger, 175 ft. *Speech Input:* WE. *Microphones:* RCA. *Recording Equipment:* RCA.

KLRA, Little Rock—*Transmitter Location:* North Little Rock. *Make:* Composite. *Tower:* 1 Wincharger, 175 ft. *Speech Input:* WE. *Microphones:* RCA. *Recording Equipment:* RCA.

KOTN, Pine Bluff—*Transmitter Location:* Pine Bluff. *Make:* Composite. *Tower:* 1 Truscon, 154 ft. *Speech Input:* RCA. *Microphones:* Shure.

KUOA, Siloam Springs—*Transmitter Location:* Siloam Springs. *Make:* WE. *Tower:* One, 460 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Radio Tone.

CALIFORNIA

KERN, Bakersfield—*Transmitter Location:* Ming & Oak Sts. *Make:* Composite. *Tower:* One, 200 ft. *Speech Input:* Composite. *Microphones:* RCA.

KPMC, Bakersfield—*Transmitter Location:* Bakersfield. *Make:* RCA. *Towers:* Two, 145 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KRE, Berkeley—*Transmitter Location:* 601 Ashby Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 196 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Universal.

KMPC, Beverly Hills—*Transmitter Location:* 81st St. & Compton Ave. *Make:* RCA. *Tower:* 1 International Derrick, 360 ft. *Speech Input:* RCA, Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KHSL, Chico — *Transmitter Location:* Hooker Oak & Monroe Aves. *Make:* RCA. *Tower:* One, 264 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KIEM, Eureka — *Transmitter Location:* Box 43. *Make:* WE. *Tower:* 1 Blaw-Knox, 168 ft. *Speech Input:* Remler. *Microphones:* WE. *Recording Equipment:* Presto.

KARM, Fresno — *Transmitter Location:* Fresno. *Make:* RCA. *Tower:* One, 265 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KMJ, Fresno—*Transmitter Location:* Ventura Ave. *Make:* RCA. *Tower:* 1 International Derrick, 660 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KFOX, Long Beach—*Transmitter Location:* 220 E. Anaheim St. *Make:* WE. *Towers:* Two, 140 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KGER, Long Beach—*Transmitter Location:* North Long Beach. *Make:* RCA. *Tower:* 1 Blaw-Knox, 180 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KECA, Los Angeles—*Transmitter Location:* 2951 Moynier Lane, Culver City. *Make:* RCA. *Tower:* 1 International Derrick, 485 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KFAC, Los Angeles—*Transmitter Location:* 18th & La Cienega. *Make:* WE. *Towers:* Two, 150 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KFI, Los Angeles—*Transmitter Location:* Buena Park. *Make:* RCA. *Towers:* Two, 400 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KFSG, Los Angeles—*Make:* Composite. *Tower:* 1 Wincharger, 230 ft. *Speech Input:* Collins, Gates. *Microphones:* WE, American.

KFVD, Los Angeles—*Transmitter Location:* 9300 Cattaraugus St. *Make:* WE. *Tower:* 1 Blaw-Knox, 252 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KFWB, Los Angeles—*Transmitter Location:* 5775 W. Jefferson Blvd., Culver City. *Make:* RCA. *Tower:* 1 International Derrick, 465 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KGFJ, Los Angeles—*Transmitter Location:* Washington Blvd. & Oak St. *Make:* RCA, WE. *Towers:* Two, 65 ft. *Speech Input:* RCA. *Microphones:* WE.

KHJ, Los Angeles—*Make:* WE. *Tower:* 1 International Derrick, 300 ft. *Speech Input:* WE. *Microphones:* WE.

KMTR, Los Angeles—*Transmitter Location:* 1000 Cahuenga Blvd. *Make:* RCA. *Towers:* Two, 253 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Universal.

KNX, Los Angeles. *Transmitter Location:* Torrance. *Make:* RCA. *Tower:* 1 International Derrick, 490 ft. *Speech Input:* WE. *Microphones:* RCA. *Recording Equipment:* RCA.

KRKD, Los Angeles—*Transmitter:* 1100 Glendale Blvd. *Make:* Composite. *Tower:* 1 Wincharger. 335 ft. *Speech Input:* Collins, WE. *Microphones:* WE, RCA.

KMYC, Marysville—*Transmitter Location:* Feather River Blvd. & Island Rd. *Make:* RCA. *Tower:* 1 Wincharger, 155 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KYOS, Merced—*Transmitter Location:* Box 662. *Make:* WE. *Tower:* One, 220 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KTRB, Modesto—*Transmitter Location:* McHenry & Sylvan Aves. *Make:* Composite. *Towers:* Two, 50 ft. *Speech Input:* Composite. *Microphones:* Turner. *Recording Equipment:* Presto.

KLS, Oakland—*Transmitter Location:* 327 21st St. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto, Universal.

KLX, Oakland—*Transmitter Location:* Tribune Tower. *Make:* WE. *Speech Input:* WE. *Microphones:* WE.

KROW, Oakland—*Transmitter Location:* 1520 Eighth Ave. *Make:* WE. *Towers:* Two, 150 ft. *Speech Input:* WE, RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KPPC, Pasadena—*Transmitter Location:* 585 E. Colorado St. *Make:* RCA. *Towers:* Two, 129 ft. *Microphones:* RCA, Amperite.

KVCV, Redding—*Transmitter Location:* 2½ miles south of Redding. *Make:* RCA. *Tower:* One, 154 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KFBK, Sacramento—*Transmitter Location:* Yolo County. *Make:* RCA. *Tower:* One, 260 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Presto.

KROY, Sacramento — *Transmitter Location:* 65th St. & 14th Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 180 ft. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KFXM, San Bernardino—*Transmitter Location:* 990 Colton Ave. *Make:* RCA. *Tower:* 1 Wincharger, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KFSD, San Diego—*Transmitter Location:* 426 Broadway. *Make:* WE. *Towers:* Two, 231 ft. *Speech Input:* Composite. *Microphones:* WE.

KGB, San Diego—*Transmitter Location:* 1012 First Ave. *Make:* WE. *Tower:* One, 190 ft. *Speech Input:* WE. *Microphones:* WE.

KFRC, San Francisco—*Transmitter Location:* 1000 Van Ness Ave. *Make:* WE. *Tower:* One, 220 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KGO, San Francisco—*Transmitter Location:* 5433 E. 12th St. *Make:* GE. *Towers:* Two, 150 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Presto.

KJBS, San Francisco—*Transmitter Location:* 1470 Pine St. *Make:* DeForest. *Tower:* One, 250 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

KPO, San Francisco—*Transmitter Location:* Belmont, San Mateo County. *Make:* RCA. *Tower:* One, 300 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Presto.

KSAN, San Francisco—*Transmitter Location:* 1355 Market St. *Make:* RCA. *Tower:* One, 179 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KSFO, San Francisco—*Transmitter Location:* Pier 92, Islias Creek. *Make:* WE. *Tower:* 1 Truscon, 389 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KYA, San Francisco—*Transmitter Location:* Bayview Park. *Make:* RCA. *Tower:* One, 450 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KQW, San Jose—*Transmitter Location:* Alviso. *Make:* WE. *Towers:* Two, 247 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KVEC, San Luis Obispo—*Transmitter Location:* 1½ miles northwest of San Luis Obispo. *Make:* RCA. *Tower:* One, 218 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KVOE, Santa Ana—*Transmitter Location:* 2825 W. Fifth St. *Make:* RCA. *Tower:* One, 160 ft. *Speech Input:* Composite. *Microphone:* WE.

KDB, Santa Barbara—*Transmitter Location:* Santa Barbara. *Make:* WE. *Tower:* One, 90 ft. *Speech Input:* WE. *Microphones:* WE.

KTMS, Santa Barbara—*Transmitter Location:* Moore Point, Goleta. *Towers:* Two, 258 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KGDM, Stockton—*Make:* WE. *Tower:* One, 230 ft. *Speech Input:* Collins, WE. *Microphones:* WE, RCA.

KWG, Stockton—*Transmitter Location:* Stockton. *Make:* Composite. *Towers:* Two, 150 ft. *Speech Input:* Composite. Microphones: RCA.

KTKC, Visalia—*Transmitter Location:* 1½ miles southwest of Visalia. *Make:* Collins. *Towers:* 2 International Derrick, 195 & 275 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KHUB, Watsonville—*Transmitter Location:* Watsonville. *Make:* RCA. *Tower:* One, 185 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment: Presto.*

COLORADO

KGIW, Alamosa—*Transmitter Location:* Box 179. *Make:* Composite. *Tower:* One, 153 ft. *Speech Input:* Composite. *Microphones:* WE.

KVOR, Colorado Springs—*Transmitter Location:* East of city limits. *Make:* WE. *Tower:* 1 Blaw-Knox, 208 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KFEL, Denver—*Transmitter:* 5350 W. 20th Ave. *Make:* WE. *Towers:* 2 Truscon, 285 *ft. Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Remler.

KLZ, Denver—*Transmitter Location:* Englewood. *Make:* WE. *Towers:* 2 Blaw-Knox, 444 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

KOA, Denver—*Transmitter Location:* Aurora. *Make:* RCA. *Tower:* 1 International Derrick, 470 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Presto.

KPOF, Denver — *Transmitter Location:* Westminister. *Make:* Composite. *Tower:* One, 260 ft. *Speech Input:* Composite. *Microphones:* WE, Universal.

KVOD, Denver — *Transmitter Location:* North of Denver on Route No. 5. *Make:* RCA. *Towers:* 2 Lehigh, 320 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KIUP, Durango—*Transmitter Location*—2800 Main Ave. *Make:* Gates-American. *Tower:* One, 181 ft. *Speech Input:* Composite. *Microphones:* WE, Shure, RCA.

KFXJ, Grand Junction—*Transmitter Location:* Hillcrest Manor. *Make:* Gates-American. *Tower:* 1 Wincharger, 205 ft. *Speech Input:* Gates. *Microphones:* RCA.

KFKA, Greeley — *Transmitter Location:* Hoover-Park Highway, north of Greeley. *Make:* Composite. *Tower:* 1 Blaw-Knox, 269 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

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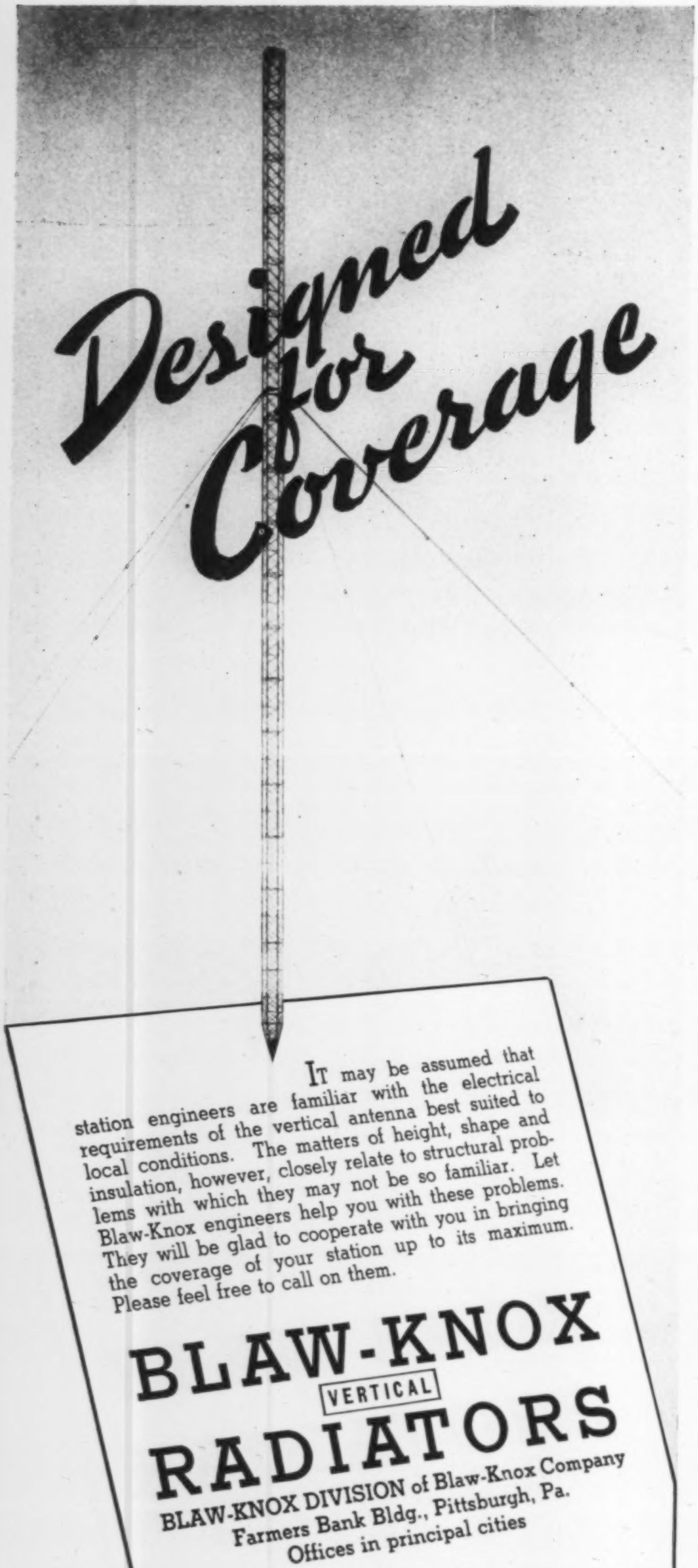

IT may be assumed that station engineers are familiar with the electrical requirements of the vertical antenna best suited to local conditions. The matters of height, shape and insulation, however, closely relate to structural problems with which they may not be so familiar. Let Blaw-Knox engineers help you with these problems. They will be glad to cooperate with you in bringing the coverage of your station up to its maximum. Please feel free to call on them.

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BROADCASTING STATIONS

KOKO, La Junta—*Transmitter Location:* Box 225. *Make:* RCA. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* RCA. *Microphones:* RCA.

KIDW, Lamar—*Transmitter Location:* 129 Elm St. *Make:* Composite. *Towers:* Two, 71 ft. *Speech Input:* Composite. *Microphones:* Turner. *Recording Equipment:* RCA.

KGHF, Pueblo — *Transmitter Location:* Pueblo. *Make:* Composite. *Tower:* 1 Blaw-Knox, 205 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Presto.

KGEK, Sterling—*Transmitter Location:* Sterling. *Make:* Composite. *Tower:* One, 100 ft. *Speech Input:* Composite. Micro*phones:* Shure, Carrier.

CONNECTICUT

WICC, Bridgeport—*Transmitter Location:* Pleasure Beach. *Make:* Composite. *Towers:* Five, 300 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

WNAB, Bridgeport—*Transmitter Location:* Bridgeport. *Make:* Collins. *Tower:* 1 Truscon, 190 ft. *Speech Input:* Collins. *Microphones:* RCA.

WTHT, Hartford—*Transmitter Location:* 983 Main St. *Make:* RCA. *Tower:* 1 Blaw-Know, 204 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

WTIC, Hartford—*Location of Transmitter:* Avon. *Make:* RCA. *Towers:* 2 Blaw-Knox, 485 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WNBC, New Britain—*Transmitter Location:* RFD 1, Newington. *Make:* RCA. *Towers:* 2 Truscon, 185 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WELI, New Haven—*Transmitter Location:* Hamden. *Make:* RCA. *Towers:* 2 Lehigh, 250 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WNLC, New London—*Transmitter Location:* Winthrop Point. *Make:* Collins. *Tower:* 1 Lehigh, 180 ft. *Speech Input:* Collins. *Microphones:* RCA, Gates, Brush. *Recording Equipment:* Presto.

WATR, Waterbury—*Transmitter Location:* Baldwin Ave. *Make:* Collins. *Towers:* 2 Lehigh, 180 ft. *Speech Input:* Collins. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WBRY, Waterbury—*Transmitter Location:* Prospect. *Make:* RCA. *Towers:* 2 Blaw-Knox, 189 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

DELAWARE

WDEL, Wilmington—*Transmitter Location:* Governor Printz Blvd. & Bellevue Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 235 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WILM, Wilmington—*Transmitter Location:* Governor Printz Bld. *Make:* Composite. *Tower:* 1 Blaw-Knox, 150 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

DISTRICT OF COLUMBIA

WINX, Washington—*Transmitter Location:* Eighth & Eye Sts., N. W. *Make:* RCA. *Tower:* 1 Blaw-Knox, 182 ft. *Speech Input:* RCA. *Microphones:* RCA.

WJSV, Washington—*Transmitter Location:* Silver Spring, Md. *Make:* WE. *Towers:* 3 Blaw-Knox, 350 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WMAL, Washington—*Transmitter Location:* 712 11th St., N. W. *Make:* WE. *Tower:* 1 Blaw-Knox, 100 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Scully, Presto.

WOL, Washington—*Transmitter Location:* Agar Rd. Chillum, Md. *Make:* WE. *Towers:* 2 Blaw-Knox, 230 ft. *Speech Input:* WE. *Microphones,* WE, RCA.

WRC, Washington—*Transmitter Location:* RFD No. 1, Hyattsville, Md. *Make:* RCA. *Towers:* 1 Truscon, 400 ft.; 2 Schuler, 250 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Scully, Presto.

WWDC, Washington — *Transmitter Location:* 61 Pierce St., N.W. *Make:* WE. *Towers:* Two Lehigh, 175 and 150 ft. *Speech Input:* WE. *Microphones:* WE.

FLORIDA

WMFJ, Daytona Beach—*Transmitter Location:* Box 350. *Make:* RCA. *Tower:* 1 Wincharger, 150 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Bogen.

WFTL, Fort Lauderdale. *Transmitter Location:* 2700 S. Andrews Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 175 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WFTM, Fort Myers—*Transmitter Location:* 51 E. First St. *Make:* Collins. *Tower:* 1 Wincharger, 156 ft. *Speech Input:* WE. *Microphones:* RCA. *Recording Equipment:* Presto.

WRUF, Gainesville—*Transmitter Location:* Gainesville. *Make:* WE. *Towers:* Two, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Universal, RCA.

WJAX, Jacksonville—*Transmitter Location:* Jacksonville. *Make:* WE. *Tower:* One, 281 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* WE.

WJHP, Jacksonville—*Transmitter Location:* South Jacksonville. *Make:* RCA. *Tower:* One, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WMBR, Jacksonville—*Transmitter Location:* Massachusetts & Vine Sts. *Make:* Composite. *Tower:* 1 Blaw-Knox, 180 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WLAK, Lakeland—*Transmitter Location:* Shore Acres, Lakeland. *Make:* Composite. *Tower:* One, 198 ft. *Speech Input:* WE. *Microphones:* WE, Amperite. *Recording Equipment:* RCA, Presto.

WIOD, Miami—*Transmitter Location:* 610 79th St. Causeway. *Make:* WE. *Towers:* 2 Blaw-Knox, 300 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Universal.

WQAM, Miami—*Transmitter Location:* Box 3741. *Make:* RCA, WE. *Tower:* 1 Blaw-Knox, 229 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild, RCA.

WKAT, Miami Beach—*Transmitter Location:* 1759 North Bay Rd. *Make:* WE. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto, Bogen.

WTMC, Ocala—*Transmitter Location:* 1 Broadcast Place. *Make:* Composite. *Tower:* 1 Wincharger, 150 ft. *Speech Input:* Composite. *Microphones:* RCA.

WDLP, Panama City—*Transmitter Location:* First & Mercer Sts. *Make:* WE. *Tower:* 1 Blaw-Knox, 197 ft. *Speech Input:* WE. *Microphones:* WE.

WDBO, Orlando—*Transmitter Location:* Dubsdread County Club, near Orlando. *Make:* Composite. *Towers:* 2 Blaw-Knox, 370 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WCOA, Pensacola—*Transmitter Location:* Foot of Pensacola Bay Bridge. *Make:* Collins. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WFOY, St. Augustine—*Transmitter Location:* St. Augustine. *Make:* WE. *Tower:* 1 Truscon, 198 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WSUN, St. Petersburg—*Transmitter Location:* Bayview, Fla. *Make:* WE. *Towers:* 2 International Derrick, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WSPB, Sarasota—*Transmitter Location:* Ringling Island. *Make:* RCA. *Tower:* 1 Truscon, 175 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WTAL, Tallahassee—*Make:* Collins. *Tower:* 1 Wincharger, 187 ft. *Speech Input:* Composite. *Microphones:* Shure.

WDAE, Tampa—*Transmitter Location:* Forest Hills Country Club area, Tampa. *Make:* Composite. *Towers:* 2 Truscon, 240 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WFLA, Tampa—*Transmitter Location:* Columbus Drive. *Make:* RCA. *Towers:* 2 Blaw-Knox, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WJNO, West Palm Beach—*Transmitter Location:* 1415 Okeechobee Road. *Make:* WE. *Tower:* 1 Lehigh, 180 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

GEORGIA

WGPC, Albany—*Transmitter Location:* Gillionville Road. *Make:* RCA. *Tower:* 1 Lehigh, 175 ft. *Speech Input:* RCA. *Microphones:* WE.

WAGA, Atlanta—*Transmitter Location:* Atlanta. *Make:* RCA. *Tower:* 1 Truscon, 378 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WATL, Atlanta—*Transmitter Location:* Henry Grady Bldg. *Make:* WE. *Tower:* 1 Truscon, 154 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* WE.

WGST, Atlanta—*Transmitter Location:* Cheshire Bridge Rd. *Make:* RCA. *Tower:* 1 Blaw-Knox, 279 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

WSB, Atlanta — *Transmitter Location:* Tucker. *Make:* WE. *Tower:* 1 Truscon, 663 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA, Presto.

WGAC, Augusta—*Transmitter Location:* Sand Bar Ferry Road. *Make:* RCA. *Tower:* 1 Wincharger, 195 ft. *Speech Input:* RCA. *Microphones:* WE. *Recording Equipment:* Presto.

WMOG, Brunswick—*Transmitter Location:* Beach Causeway. *Make:* RCA. *Tower:* 1 Lingo, 154 ft. *Speech Input:* RCA. *Microphones:* RCA.

WRBL, Columbus—*Transmitter Location:* Columbus. *Make:* WE. *Tower:* 1 Truscon, 210 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WMJM, Cordele—*Transmitter Location:* 20th & B Sts. *Make:* RCA. *Tower:* 1 Truscon, 310 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WBML, Macon — *Transmitter Location:* Eighth & Cherry Sts. *Make:* RCA. *Tower:* 1 Lehigh, 180 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WMAZ, Macon — *Transmitter Location:* Macon. *Make:* Composite. *Tower:* 1 Blaw-Knox, 249 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WMGA, Moultrie—*Transmitter Location:* Moultrie. *Make:* RCA. *Tower:* 1 Truscon, 325 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WRGA, Rome—*Transmitter Location:* National City Bank Bldg. *Make:* Composite. *Tower:* One, 165 ft. *Speech Input:* Gates. *Microphones:* RCA, Amperite, Shure.

WSAV, Savannah—*Transmitter Location:* 1 mile east of Savannah. *Make:* RCA. *Tower:* 1 Lingo, 190 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WTOC, Savannah—*Transmitter Location:* 3½ miles northwest of Savannah; *Make:* Composite. *Tower:* One, 287 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WPAX, Thomasville—*Transmitter Location:* 117 Remington Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 205 ft. *Speech Input:* Composite. *Microphones:* Amperite. *Recording Equipment:* Presto.

WGOV, Valdosta—*Transmitter Location:* Valdosta. *Make:* RCA. *Tower:* One, Truscon, 300 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WAYX, Waycross—*Transmitter Location:* Waycross. *Make:* Composite. *Tower:* One, 160 ft. *Speech Input:* Collins. *Microphones:* Amperite, Shure, RCA.

IDAHO

KIDO, Boise—*Transmitter Location:* 4½ miles northwest of Boise. *Make:* Composite. *Tower:* 1 Blaw-Knox, 234 ft. *Speech Input:* RCA. *Microphone:* RCA. *Recording Equipment:* RCA, Presto.

KID, Idaho Falls—*Transmitter Location:* Ammon Highway. *Make:* Composite. *Tower:* 1 Truscon, 378 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA.

KRLC, Lewiston—*Transmitter Location:* Lewiston Orchards. *Tower:* One, 354 ft. *Speech Input:* WE. *Microphone:* Amperite, WE. *Recording Equipment:* Presto.

KFXD, Nampa — *Transmitter Location:* Box 981. *Make:* WE. *Tower:* 1 Blaw-Knox, 225 ft. *Speech Input:* WE. *Microphones:* WE, Gates. *Recording Equipment:* Presto.

KSEI, Pocatello—*Transmitter Location:* Pocatello. *Make:* WE. *Towers:* 2 Blaw-Knox, 165 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KTFI, Twin Falls—*Transmitter Location:* West of Twin Falls on Highway No. 30. *Make:* WE. *Tower:* 1 Lehigh, 437 ft. *Speech Input:* Collins. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KWAL, Wallace—*Transmitter Location:* Wallace. *Make:* RCA. *Tower:* One, 174 ft. *Speech Input:* RCA. *Microphones:* RCA.

ILLINOIS

WMRO, Aurora — *Transmitter Location:* North Aurora. *Make:* RCA. *Tower:* 1 Harrell, 201 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Federal.

WJBC, Bloomington—*Transmitter Location:* Normal, Ill. *Make:* Composite. *Tower:* 1 Lehigh, 191 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Brush.

WCAZ, Carthage — *Transmitter Location:* Carthage. *Make:* Composite. *Tower:* 1 Blaw-Knox, 229 ft. *Speech Input:* RCA, Gates America. *Microphones:* RCA. *Recording Equipment:* Presto.

WDWS, Champaign — *Transmitter Location:* Champaign. *Make:* Composite. *Tower:* One, Truscon, 156 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WAAF, Chicago — *Transmitter Location:* 1001 Exchange Ave. *Make:* Composite. *Tower:* 1 Truscon, 231 ft. *Speech Input:* Composite. *Microphones:* WE, RCA, Amperite.

WBBM, Chicago—*Transmitter Location:* Glenview, Ill. *Make:* Composite. *Tower:* 1 Blaw-Knox, 490 ft. *Speech Input:* RCA, WE. *Microphones:* RCA. *Recording Equipment:* RCA.

WCBD, Chicago—*Transmitter Location:* Elmhurst, Ill. *Make:* WE. *Tower:* 1 Truscon, 410 ft. *Speech Input:* WE, RCA. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WCFL, Chicago—*Transmitter Location:* Downers Grove, Ill. *Make:* RCA. *Tower:* One, 490 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WCRW, Chicago—*Transmitter Location:* 2756 Pine Grove Ave. *Make:* Composite. *Towers:* Two, 125 ft. *Speech Input:* Composite. *Microphones:* WE.

WEDC, Chicago—*Transmitter Location:* 3860 Ogden Ave. *Make:* Composite. *Tower:* 1 Truscon, 210 ft. *Speech Input:* Gates. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WENR, Chicago—*Transmitter Location:* Tinley Park, Ill. *Make:* RCA. *Tower:* 1 Truscon, 585 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WGN, Chicago—*Transmitter Location:* 2½ miles southeast of Schaumberg, Ill. *Make:* Composite. *Tower:* 1 Truscon, 750 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WJJD, Chicago—*Transmitter Location:* Des Plaines, Ill. *Make:* Composite. *Tower:* 1 Truscon, 283 ft. *Speech Input:* Collins, RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WLS, Chicago—*Transmitter Location:* Tinley Park, Ill. *Make:* RCA. *Tower:* 1 Truscon, 586 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Universal, Presto.

WMAQ, Chicago—*Transmitter Location:* Elmhurst, Ill. *Make:* Westinghouse. *Tower:* I International Derrick, 490 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WMBI, Chicago—*Transmitter Location:* Elmhurst, Ill. *Make:* WE. *Tower:* 1 Blaw-Knox, 490 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WSBC, Chicago—*Transmitter Location:* 2400 W. Madison St. *Make:* Composite. *Tower:* 1 Truscon, 189 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WIND, Chicago (Gary, Ind.)—*Transmitter Location:* Calumet Township, Gary. *Make:* WE. *Towers:* 1 Martin, 350 ft.; 2 Truscon, 350 ft.; 3 Blaw-Knox, 250 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WHFC, Cicero—*Transmitter Location:* 6138 W. Cermak Road. *Make:* WE. *Tower:* 1 Blaw-Knox, 135 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

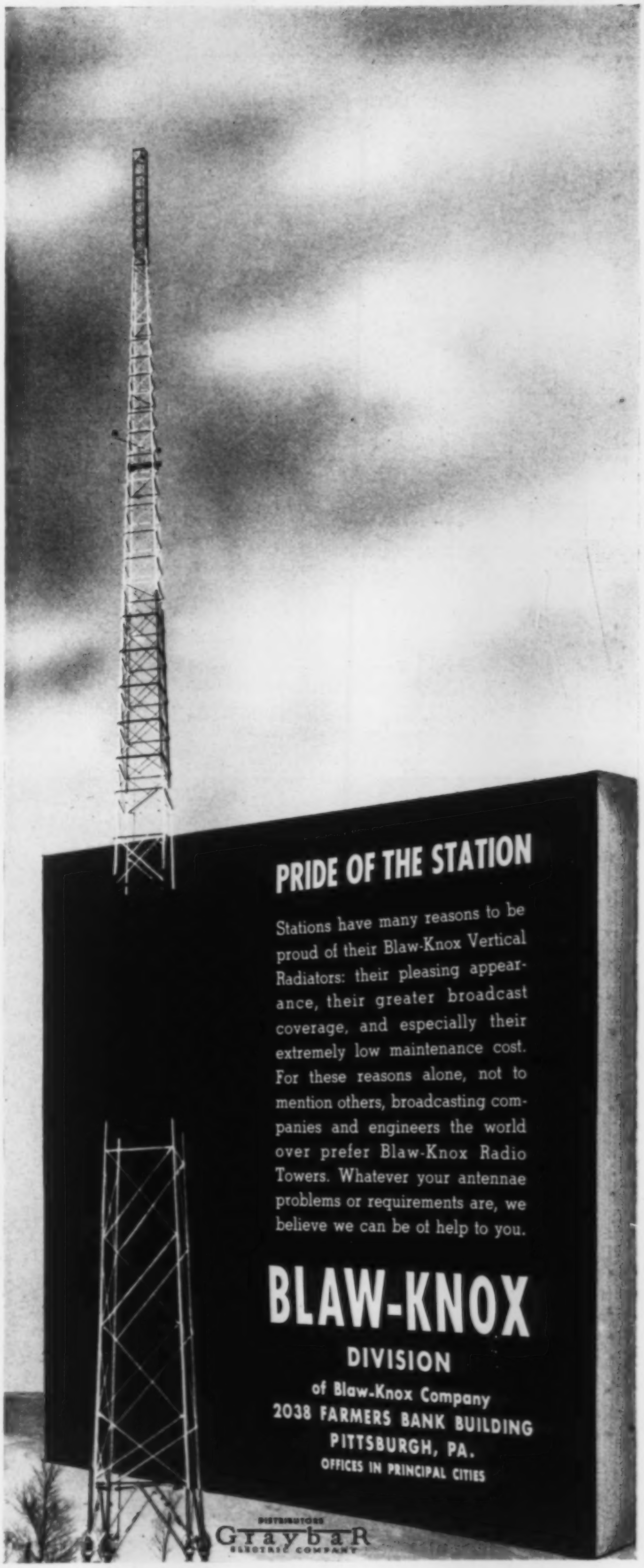
WDAN, Danville—*Transmitter Location:* 1500 N. Washington Ave. *Make:* RCA. *Tower:* 1 Blaw-Knox, 328 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WSOY, Decatur—*Transmitter Location:* 1891 N. Oakland St. *Make:* Composite. *Tower:* 1 Truscon, 196 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* RCA.

WGIL, Galesburg—*Transmitter Location:* Galesburg. *Make:* RCA. *Tower:* 1 Harrell, 165 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WEBQ, Harrisburg—*Transmitter Location:* 100 E. Poplar St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 204 ft. *Microphones:* RCA. *Recording Equipment:* RCA.

WJPF, Herrin—*Transmitter Location:* Herrin. *Make:* RCA. *Tower:* One, 192 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.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ILLINOIS—(Continued)

WCLS, Joliet—*Transmitter Location:* Joliet. *Make:* Gates. *Tower:* 1 Wincharger, 189 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Radiotone.

WMBD, Peoria—*Transmitter Location:* Peoria. *Make:* WE. *Tower:* 1 Blaw-Knox, 254 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WTAD, Quincy—*Transmitter Location:* 3 miles south of Quincy. *Make:* Collins. *Tower:* 1 Truscon, 273 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WROK, Rockford—*Transmitter Location:* R. R. No. 3, Kilburn Rd. *Make:* RCA. *Tower:* 1 Truscon, 238 ft. *Speech Input:* Remler. *Microphones:* WE. *Recording Equipment:* RCA.

WHBF, Rock Island—*Transmitter Location:* Moline, Ill. *Make:* RCA. *Tower:* 2 Truscon, 350 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WCBS, Springfield—*Transmitter Location:* Springfield. *Make:* Composite. *Tower:* 1 Harrell, 162 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Universal.

WTAX, Springfield—*Transmitter Location:* 117 S. Fifth St. *Make:* RCA. *Tower:* Two, 90 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WDZ, Tuscola—*Transmitter Location:* Tuscola. *Tower:* 1 Blaw-Knox, 243 ft. *Speech Input:* Composite. *Microphones:* WE, *Recording Equipment:* Presto.

WILL, Urbana—*Transmitter Location:* South of Champaign, Ill. *Make:* RCA. *Towers:* 2 Truscon, 325 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Radiotone.

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WGBF ... INDIANA

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INDIANA

WHBU, Anderson—*Transmitter Location:* Citizens Bank Bldg. *Make:* Gates. *Tower:* 1 Blaw-Knox, 175 ft. *Speech Input:* Collins. *Microphones:* RCA.

WTRC, Elkhart—*Transmitter Location:* Elkhart. *Make:* RCA. *Tower:* 1 Truscon, 185 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Federal.

WEOA, Evansville—*Transmitter Location:* 519 Vine St. *Make:* Composite. *Tower:* 1 International Derrick, 180 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WGBF, Evansville—*Transmitter Location:* Burkheart Road. *Make:* Collins. *Towers:* 2 International Derrick, 262 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WGL, Fort Wayne—*Transmitter Location:* Fort Wayne. *Make:* Composite. *Tower:* 1 International Derrick, 175 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

WOWO, Fort Wayne—*Transmitter Location:* Fort Wayne. *Make:* Composite. *Tower:* 1 Blaw-Knox, 450 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

WHIP, Hammond—*Transmitter Location:* Hammond. *Make:* WE. *Towers:* 3 Lehigh, 350 ft. *Speech Input:* WE. *Microphones:* RCA. *Recording Equipment:* Radiotone.

WJOB, Hammond—*Transmitter Location:* Douglas Park, Hammond. *Make:* WE. *Tower:* 1 Truscon, 200 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WFBM, Indianapolis—*Transmitter Location:* R. R. 13, Box 125-G. *Make:* RCA. *Towers:* Two, 420 ft.; One, 210 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

WIBC, Indianapolis—*Transmitter Location:* Millersville Road. *Make:* RCA. *Tower:* 1 Truscon, 336 ft. *Speech Input:* RCA. *Microphones:* RCA.

WIRE, Indianapolis—*Transmitter Location:* 44th St. & Ralston Rd. *Make:* RCA. *Towers:* 2 Truscon, 330 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WLBC, Muncie—*Transmitter Location:* Anthony Bldg. *Make:* Doolittle & Falknor. *Tower:* 1 Harrell, 164 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

WFAM, South Bend—*Transmitter Location:* West South Bend. *Make:* RCA. *Towers:* Two, 208 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Radiotone.

WSBT, South Bend—*Transmitter Location:* West South Bend. *Make:* RCA. *Towers:* Two, 208 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Radiotone.

WBOW, Terre Haute—*Transmitter Location:* First & 17th St. *Make:* Composite. *Tower:* One, 220 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Federal.

WAOV, Vincennes—*Transmitter Location:* Sixth St. & Highway 41. *Make:* WE. *Tower:* 1 Lingo, 175 ft. *Speech Input:* RCA. *Microphones:* RCA.

WBAA, West Lafayette—*Transmitter Location:* Purdue University. *Make:* Composite. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

IOWA

WOI, Ames—*Transmitter Location:* Ames. *Make:* RCA. *Tower:* 1 Truscon, 403 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Radiotone.

WMT, Cedar Rapids—*Transmitter Location:* Marion, Ia. *Make:* Collins. *Towers:* 2 International Stacy, 412 ft. *Speech Input:* Collins. *Recording Equipment:* Universal.

WOC, Davenport—*Transmitter Location:* 1000 Brady St. *Make:* RCA. *Tower:* One, 185 ft. *Speech Input:* RCA, Collins. *Microphone:* RCA, WE. *Recording Equipment:* RCA, Presto.

KRNT, Des Moines—*Transmitter Location:* Des Moines. *Make:* Composite. *Towers:* 1 International Stacy, 365 ft.; 2 Truscon, 194 ft. *Speech Input:* Composite. *Recording Equipment:* Composite.

KSO, Des Moines—*Transmitter Location:* Des Moines. *Make:* Composite. *Towers:* 1 International Stacy, 365 ft.; 1 Truscon, 172 ft. *Speech Input:* Composite. *Recording Equipment:* Composite.

WHO, Des Moines—*Transmitter Location:* Mitchellville, Ia. *Make:* RCA. *Tower:* 1 Blaw-Knox, 532 ft. *Speech Input:* RCA, WE, Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto, Universal, Fairchild.

KDTH, Dubuque—*Transmitter Location:* East Dubuque, Ill. *Make:* Collins. *Towers:* 2 Truscon, 200 ft.; 1 Truscon, 370 ft. *Speech Input:* RCA. *Microphones:* RCA.

WKBB, Dubuque—*Transmitter Location:* Dubuque. *Make:* Collins. *Tower:* 1 Truscon, 260 ft. *Speech Input:* Collins. *Microphones:* Graybar, GE.

KVFD, Fort Dodge—*Transmitter Location.* Fort Dodge. *Make:* RCA. *Tower:* 1 Wincharger, 315 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WSUI—Iowa City. *Transmitter Location.* Iowa City. *Make:* RCA. *Towers:* 3 International Derrick, 255 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Universal.

KFJB, Marshalltown—*Transmitter Location:* Northwest of Marshalltown. *Make:* WE. *Tower:* 1 Lehigh, 219 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Federal.

KGLO, Mason City—*Transmitter Location:* Mason City. *Make:* RCA. *Tower:* 1 Truscon, 300 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Universal.

KFNF, Shenandoah—*Transmitter Location:* 407 Sycamore St. *Make:* WE. *Tower:* One, 240 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* Universal.

KMA, Shenandoah—*Transmitter Location:* Northeast of Shenandoah. *Make:* RCA. *Tower:* 1 Truscon, 488 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KSCJ, Sioux City—*Transmitter Location:* 5000 Floyd Ave. *Make:* Composite. *Towers:* 2 Wincharger, 300 ft.; 2 Wincharger, 200 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Universal.

KTRI, Sioux City—*Transmitter Location:* Sioux City. *Make:* RCA. *Tower:* 1 Truscon, 250 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KANSAS

KGGF, Coffeyville—*Transmitter Location:* South Coffeyville, Okla. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KGNO, Dodge City—*Transmitter Location:* West Park Road. *Make:* Collins. *Tower:* One, 200 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

KTSW, Emporia—*Transmitter Location:* South of Emporia. *Make:* Collins. *Tower:* 1 Lingo, 180 ft. *Speech Input:* Collins. *Microphones:* WE. *Recording Equipment:* RCA.

KVGB, Great Bend—*Transmitter Location:* Great Bend. *Make:* Collins. *Tower:* One, 167 ft. *Speech Input:* Collins.

KWBG, Hutchinson—*Make:* Collins. *Tower:* 1 Lehigh, 150 ft. *Speech Input:* Collins. *Microphones:* Brush, RCA.

KCKN, Kansas City—*Transmitter Location:* 901 N. Eighth St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 210 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WREN, Lawrence—*Transmitter Location:* Tonganoxie, Kan. *Make:* RCA. *Towers:* 2 Blaw-Knox, 200 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KSAC, Manhattan—*Transmitter Location:* Kansas State College Campus. *Make:* WE. *Towers:* Two, 160 ft. *Speech Input:* WE. *Microphones:* WE.

KOAM, Pittsburg—*Transmitter Location:* Pittsburg. *Make:* WE. *Tower:* 1 Blaw-Knox, 275 ft. *Speech Input:* WE, Collins. *Microphones:* WE. *Recording Equipment:* Universal.

KSAL, Salina—*Transmitter Location:* West State St. Road. *Make:* WE. *Towers:* Lehigh, 182 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Universal.

WIBW, Topeka—*Transmitter Location:* RFD No. 6. *Make:* WE. *Tower:* 1 Lingo, 445 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild, Presto.

KANS, Wichita—*Transmitter Location:* First & Market Sts. *Make:* Collins. *Tower:* 1 Lehigh, 185 ft. *Speech Input:* Collins. *Microphones:* WE, RCA, Brush. *Recording Equipment:* Presto, RCA.

KFBI, Wichita—*Transmitter Location:* 42nd & Broadway. *Make:* RCA. *Towers:* 3 Blaw-Knox, 254 ft. *Speech Input:* RCA. *Microprones:* WE. *Recording Equipment:* RCA.

KFH, Wichita—*Transmitter Location:* RFD No. 3. *Make:* WE. *Towers:* 2 Blaw-Knox, 400 & 220 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KENTUCKY

WCMI, Ashland—*Transmitter Location:* Ashland. *Make:* Composite. *Tower:* 1 Truscon, 388 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WLBJ, Bowling Green—*Transmitter Location:* Fairview & Lehman Sts. *Make:* RCA. *Tower:* 1 Truscon, 193 ft. *Speech Input:* RCA. *Microphones:* RCA.

WHOP, Hopkinsville—*Transmitter Location:* Princeton Pike, 1½ miles northwest of Hopkinsville. *Make:* Composite. *Tower:* 1 Wincharger, 200 ft. *Speech Input:* Composite. *Microphones:* Shure.

WLAP, Lexington—*Transmitter Location:* Lexington. *Make:* WE. *Tower:* One, 370 ft. *Speech Input:* WE. *Microphones:* WE.

WAVE, Louisville—*Transmitter Location:* Hamburg Pike, Jeffersonville, Ind. *Make:* RCA. *Towers:* 2 Blaw-Knox, 250 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WHAS, Louisville—*Transmitter Location:* Anchorage, Ky. *Make:* WE. *Tower:* 1 Blaw-Knox, 654 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Scully.

WINN, Louisville—*Transmitter Location:* Atop Tyler Hotel. *Make:* Collins. *Tower:* 1 Wincharger, 152 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA, Presto.

WGRC, Louisville—*Transmitter Location:* Silver Creek Rd., New Albany, Ind. *Make:* RCA. *Tower:* One, 231 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

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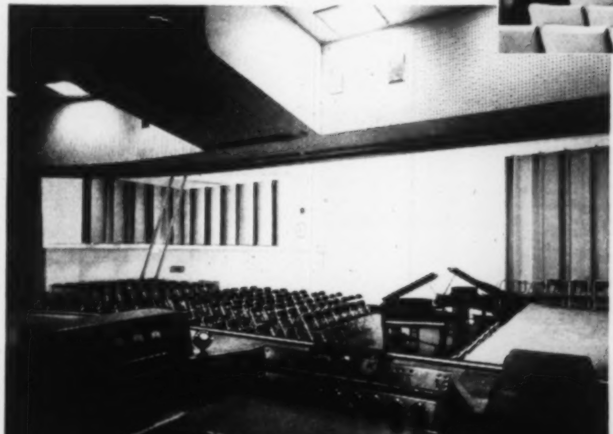

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KDKA	Pittsburgh, Pa.
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KGER	Los Angeles, Cal.
KGKO	Ft. Worth, Tex.
KGNC	Amarillo, Tex.
KMBC	Kansas City, Mo.
KMOX	St. Louis, Mo.
KNX	(Columbia Square) Hollywood, Cal.
KOWH	Omaha, Nebr.
KOY	Phoenix, Ariz.
KRE	Berkeley, Calif.
KSTP	St. Paul, Minn.
KWKH	Shreveport, La.
KYSM	Mankato, Minn.
KYW	Philadelphia, Pa.
WABC	(CBS Key Station) New York, N. Y.
WAKR	Akron, Ohio
WBBM	Chicago, Ill.
WBEN	Buffalo, N. Y.
WBNS	Columbus, Ohio
WBTM	Danville, Va.
WCAL	Northfield, Minn.
WCKY	Cincinnati, Ohio
WCHS	Charleston, W. Va.
WCOU	Lewiston, Me.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAF	Kansas City, Mo.
WDAN	Danville, Ill.
WDRC	Hartford, Conn.
WEBC	Duluth, Minn.
WFAA	Dallas, Texas
WFBR	Baltimore, Md.
WFIL	Philadelphia, Pa.
WFMJ	Youngstown, O.
WGES	Chicago, Ill.
WGN	(Tribune Square) Chicago, Ill.
WGY	Schenectady, N. Y.
WHAS	Louisville, Ky.
WHBC	Canton, Ohio
WHCO	Ithaca, N. Y.
WIRE	Indianapolis, Ind.
WJJD	Chicago, Ill.
WJLS	Beckley, W. Va.
WKIP	Poughkeepsie, N.Y.
WKY	Okla. City, Okla.
WLAW	Lawrence, Mass.
WLAY	Grand Rapids, Mich.
WLOL	Minneapolis, Minn.
WLS	Chicago, Ill.
WNAX	Yankton, S. Dak.
WNBC	Hartford, Conn.
WNYC	New York, N. Y.
WOAI	San Antonio, Tex.
WOI	Aimes, Ia.
WOR	Newark, N. J.
WOW	Omaha, Nebr.
WOWO	Ft. Wayne, Ind.
WPFT	Raleigh, N. C.
WRC	Washington, D. C.
WRNL	Richmond, Va.
WSAL	Salisbury, Md.
WTAM	Cleveland, Ohio
WWNC	Asheville, N. C.
WWJ	Detroit, Mich.
	Ashtabula Star Bureau, Ashtabula, Ohio
	Belle Isle Radio Station, Detroit, Mich.
	Dept. of Interior, Washington, D. C.
	Merchandise Mart (NBC), Chicago, Ill.
	Radio City, Hollywood, Calif.
	Radio City, N. Y. City, N. Y.
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KENTUCKY—(Continued)

WOMI, Owensboro—*Transmitter Location:* Owensboro. *Make:* RCA. *Tower:* 1 Truscon, 185 ft. *Speech Input:* RCA. *Microphones:* RCA.

WPAD, Paducah—*Transmitter Location:* Eighth & Terrill Sts. *Make:* Gates. *Tower:* 1 Blaw-Knox, 214 ft. *Speech Input:* Gates. *Microphones:* Shure.

LOUISIANA

KALB, Alexandria—*Transmitter Location:* Box 788. *Make:* Collins. *Tower:* One, 208 ft. *Speech Input:* Collins. *Microphones:* WE.

WJBO, Baton Rouge—*Transmitter Location:* Roosevelt Road. *Make:* WE. *Tower:* 1 Lehigh, 492 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

KVOL, Lafayette—*Transmitter Location:* 1 mile west of Lafayette. *Make:* Composite. *Tower:* 1 Lehigh, 189 ft. *Speech Input:* Composite. *Microphones:* RCA, Amperite.

KPLC, Lake Charles—*Transmitter Location:* LaGrange St. *Make:* Composite. *Tower:* 1 Hoke, 164 ft. *Speech Input:* Composite. *Microphones:* WE.

KMLB, Monroe—*Transmitter Location:* Milhaven Road. *Make:* Composite. *Tower:* One, 164 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

WDSU, New Orleans—*Transmitter Location:* Jefferson Parish. *Make:* RCA. *Towers:* Three, 207 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Bogen.

WSMB, New Orleans—*Transmitter Location:* Algiers, La. *Make:* WE. *Towers:* 2 Truson, 370 & 300 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WWL, New Orleans—*Transmitter Location:* Kenner, La. *Make:* RCA. *Towers:* 2 International Derrick, 400 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

KRMD, Shreveport—*Transmitter Location:* 901 Louisiana Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 186 ft. *Speech Input:* RCA. *Microphones:* RCA, Amperite, Shure. *Recording Equipment:* RCA.

KTBS, Shreveport—*Transmitter Location:* Shreveport. *Make:* RCA. *Tower:* One, 155 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KWKH, Shreveport—*Transmitter Location:* Shreveport. *Make:* WE. *Towers:* 3 Truscon, 481 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

MAINE

WRDO, Augusta—*Transmitter Location:* 341 Water St. *Make:* RCA. *Towers:* 2 100 ft. *Speech Input:* RCA. *Microphones:* RCA.

WABI, Bangor—*Transmitter Location:* Brewer, Me. *Make:* Composite. *Tower:* One, 265 ft. *Speech Input:* WE. *Microphones:* WE.

WLBZ, Bangor—*Transmitter Location:* Bangor. *Make:* WE. *Tower:* 1 Blaw-Knox, 404 ft. *Speech Input:* WE. *Microphones:* WE.

WCOU, Lewiston—*Transmitter Location:* East Ave. *Make:* RCA. *Tower:* 1 Lingo, 200 ft. *Speech Input:* RCA. *Microphones:* RCA, Shure. *Recording Equipment:* RCA, Presto.

WCSH, Portland—*Transmitter Location:* Scarboro, Me. *Make:* RCA. *Towers:* 2 Lingo, 240 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WGAN, Portland—*Transmitter Location:* Portland. *Make:* RCA. *Towers:* 3 Lehigh, 354 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WAGM, Presque Isle—*Transmitter Location:* Presque Isle. *Make:* Composite. *Tower:* One, 100 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

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MARYLAND

WBAL, Baltimore—*Transmitter Location:* Pikesville, Md. *Make:* WE. *Tower:* One, 200 ft. *Speech Input:* WE, RCA. *Recording Equipment:* Presto, Fairchild.

WCAO, Baltimore—*Transmitter Location:* 811 W. Lanvale St. *Make:* RCA. *Towers:* 2 Blaw-Knox, 165 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WCBM, Baltimore—*Transmitter Location:* 1100 E. Cold Spring Lane. *Make:* RCA. *Tower:* 1 Truscon, 215 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WFBR, Baltimore—*Transmitter Location:* Westport, Baltimore. *Make:* RCA. *Towers:* 2 Truscon, 300 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

WTBO, Cumberland—*Transmitter Location:* Fort Hill. *Make:* Composite. *Towers:* Two, 100 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WFMD, Frederick—*Transmitter Location:* Frederick. *Make:* Composite. *Towers:* 2 Truscon, 257 ft. *Speech Input:* Composite. *Microphones:* Amperite. *Recording Equipment:* RCA.

WJEJ, Hagerstown—*Transmitter Location:* Carroll Heights. *Tower:* 1 Lehigh, 190 ft. *Microphones:* Amperite, Brush. *Recording Equipment:* Presto.

WBOC, Salisbury—*Transmitter Location:* Salisbury. *Make:* RCA. *Tower:* One, 350 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

MASSACHUSETTS

WAAB, Boston—*Transmitter Location:* Quincy, Mass. *Make:* Composite. *Tower:* 1 Blaw-Knox, 420 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WBZ, Boston—*Transmitter Location:* Hull, Mass. *Make:* Westinghouse. *Tower:* 1 Truscon, 500 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA, Presto.

WCOP, Boston—*Transmitter Location:* Brighton, Mass. *Make:* RCA. *Tower:* 1 Truscon, 226 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WEEI, Boston — *Transmitter Location:* Medford, Mass. *Make:* WE. *Towers:* 2 Truscon, 350 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WHDH, Boston—*Transmitter Location:* Saugus, Mass. *Make:* WE. *Towers:* 2 Blaw-Knox, 170 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto, RCA.

WMEX, Boston—*Transmitter Location:* Quincy, Mass. *Make:* RCA. *Towers:* 2 Lehigh, 210 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WNAC, Boston — *Transmitter Location:* Quincy, Mass. *Make:* Composite. *Tower:* 1 Blaw-Knox, 420 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WORL, Boston—*Transmitter Location:* Needham, Mass. *Make:* Composite. *Tower:* 1 Truscon, 308 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WSAR, Fall River—*Transmitter Location:* Somerset, Mass. *Make:* WE. *Tower:* One, 208 ft. *Speech Input:* WE. *Microphones:* WE.

WHAI, Greenfield—*Transmitter Location:* Woodard Road. *Make:* Collins. *Tower:* 1 Lehigh, 150 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Presto.

WLAW, Lawrence—*Transmitter Location:* Andover, Mass. *Make:* RCA. *Towers:* 3 Lehigh, 300 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WLLH, Lowell—*Transmitter Location:* Lowell-Lawrence, Mass. *Make:* WE, Composite. *Towers:* 1 Lehigh, 150 ft.; 1 Lingo, 100 ft. *Speech Input:* WE. *Microphones:* WE.

WNBH, New Bedford—*Transmitter Location:* Crow Island, New Bedford. *Make:* RCA. *Tower:* 1 Blaw-Knox, 375 ft. *Speech Input:* RCA. *Microphones:* WE. *Recording Equipment:* Presto.

WBRK, Pittsfield—*Transmitter Location:* East & Hewell Sts. *Make:* WE. *Tower:* 1 Lehigh, 170 ft. *Speech Input:* WE, Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WESX, Salem—*Transmitter Location:* Naugus Head, Marblehead, Mass. *Make:* WE. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* WE. *Microphones:* WE.

WBZA, Springfield—*Transmitter Location:* E. Springfield. *Make:* Westinghouse. *Tower:* 1 Truscon, 150 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA, Presto.

WMAS, Springfield—*Transmitter Location:* West St. *Make:* WE. *Tower:* 1 Blaw-Knox, 350 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WSPR, Springfield—*Transmitter Location:* West Springfield. *Make:* Composite. *Towers:* 2 Truscon, 215 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WOCB, West Yarmouth—*Transmitter Location:* South Sea Road. *Make:* Collins. *Tower:* 1 Lehigh, 198 ft. *Speech Input:* Collins. *Microphones:* RCA.

WORC, Worcester—*Transmitter Location:* Auburn, Mass. *Make:* RCA. *Towers:* 2 Lehigh, 254 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

WTAG, Worcester—*Transmitter Location:* Holden, Mass. *Make:* RCA. *Towers:* 3 Blaw-Knox, 375 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

MICHIGAN

WELL, Battle Creek—*Transmitter Location:* 1 W. Michigan Ave. *Make:* Composite. *Tower:* 1 Lehigh, 205 ft. *Speech Input:* Composite. *Microphones:* Brush.

WBCM, Bay City—*Transmitter Location:* Tuscola Road. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WHDF, Calumet—*Transmitter Location:* Laurium, Mich. *Make:* Doolittle & Falknor. *Tower:* 1 Truscon, 180 ft. *Speech Input:* RCA. *Microphones:* WE, Amperite.

WJBK, Detroit—*Transmitter Location:* 15551 Woodrow Wilson. *Make:* RCA. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WMBC, Detroit—*Transmitter Location:* 7310 Woodward Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 185 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WWJ, Detroit—*Transmitter Location:* Oak Park, Mich. *Make:* WE. *Tower:* 1 Blaw-Knox, 400 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment: Fairchild*, RCA.

WXYZ, Detroit—*Transmitter Location:* Joy & Greenfield Roads. *Make:* RCA. *Towers:* 2 Blaw-Knox, 350 ft. *Speech Input:* RCA. *Microphones:* RCA.

CKLW, Detroit—*Transmitter Location:* Township of Sandwich Sound, Windsor, Ont. *Make:* WE. *Tower:* 1 Blaw-Knox, 275 ft. *Speech Input:* WE, Northern. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WKAR, East Lansing—*Transmitter Location:* East Lansing. *Make:* WE. *Tower:* 1 Blaw-Knox, 300 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

WFDF, Flint—*Transmitter Location:* Flint. *Make:* RCA. *Towers:* Three, 260 ft. *Speech Input:* Composite. *Microphones:* WE.

WLAV, Grand Rapids—*Transmitter Location:* 6 Fountain St., N. E. *Make:* RCA. *Tower:* One, 190 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WOOD-WASH, Grand Rapids—*Transmitter Location:* 1 mile west of Grand Rapids. *Make:* Composite. *Tower:* One, 91 ft. *Speech Input:* WE, RCA. *Microphones:* RCA. *Recording Equipment:* Presto, Fairchild.

WJMS, Ironwood—*Transmitter Location:* Ironwood. *Make:* Gates American. *Tower:* One, 165 ft. *Speech Input:* Gates American. *Microphones:* WE. *Recording Equipment:* RCA.

WIBM, Jackson—*Transmitter Location:* 228 W. Michigan Ave. *Make:* Composite. *Tower:* 1 Lingo, 180 ft. *Speech Input:* RCA. *Microphones:* RCA.

WKZO, Kalamazoo—*Transmitter Location:* Parchment, Mich. *Tower:* One, 325 ft. *Recording Equipment:* RCA.

WJIM, Lansing—*Transmitter Location:* Lansing. *Make:* RCA. *Tower:* One, 173 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

XUM

AFTER 1910, WHAT?

THIS new thing called Radio was catching on. Respected engineers — men with more vision and courage than Radio's critics — worked late in laboratories on new, "modern" equipment — for broadcasting purposes.

One such man, in 1910, developed a transmitting capacitor, and overnight the awkward Leyden-jar disappeared. Radio had produced a name — Dubilier.

There would be other new names, of course, and inevitably, other capacitors, after 1910. But that name was here to stay.

Perhaps it was the pioneering zeal of the men in radio and the men at Cornell-Dubilier which linked the two — inseparable down the years. More likely it was Cornell-Dubilier's remarkable capacitor dependability.

Never has man known such dependability as the radio industry early displayed. It was natural, then, that Cornell-Dubilier reliability — proven time and again in performance records by these capacitors — should appeal to broadcast engineers.

And so today, thirty-one memorable years after 1910, Cornell-Dubilier can still look forward to serving a great public service . . . can still point out that there are more C-D capacitors in use today than any other make.

* * *

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BROADCAST STATIONS IN UNITED STATES AND CANADA

MICHIGAN—(Continued)

WMPC, Lapeer—*Transmitter Location:* Lapeer. *Make:* Doolittle & Falknor. *Tower:* 1 Blaw-Knox, 154 ft. *Speech Input:* Gates. *Microphones:* Gates, RCA. *Recording Equipment:* Presto.

WDMJ, Marquette—*Transmitter Location:* 146 W. Washington. *Make:* Gates American. *Tower:* One, 187 ft. *Speech Input:* Gates. *Microphones:* Shure, American, RCA. *Recording Equipment:* RCA.

WKBZ, Muskegon—*Transmitter Location:* Muskegon Township. *Make:* RCA. *Tower:* 1 Harrell, 210 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WCAR, Pontiac — *Transmitter Location:* Square Lake & Telegraph Rds. *Make:* RCA. *Tower:* One, 230 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WHLS, Port Huron—*Transmitter Location:* 32nd St. *Make:* RCA. *Tower:* 1 Lehigh, 204 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Federal.

WEXL, Royal Oak—*Transmitter Location:* 212 W. Sixth St. *Make:* WE. *Tower:* 1 Blaw-Knox, 128 ft. *Speech Input:* WE, Collins. *Microphones:* WE, Shure.

WSAM, Saginaw—*Transmitter Location:* Bay at Weiss St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 205 ft. *Speech Input:* RCA. *Microphones:* RCA.

MINNESOTA

KATE, Albert Lea—*Transmitter Location:* 330 S. Broadway. *Make:* WE. *Tower:* 1 Blaw-Knox, 217 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KDAL, Duluth—*Transmitter Location:* 16th St. & St. Louis Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 165 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WEBC, Duluth—*Transmitter Location:* Superior, Wis. *Make:* Composite. *Tower:* One, 357 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KGDE, Fergus Falls—*Transmitter Location:* Fergus Falls. *Make:* WE. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WMFG, Hibbing—*Transmitter Location:* Hibbing. *Make:* Composite. *Tower:* One, 163 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KYSM, Mankato—*Transmitter Location:* North Mankato. *Make:* RCA. *Tower:* 1 Truscon, 281 ft. *Speech Input:* WE, RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WCCO, Minneapolis—*Transmitter Location:* Anoka, Minn. *Make:* WE. *Tower:* 1 Lehigh, 640 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WDGY, Minneapolis—*Transmitter Location:* 5 miles west of Minneapolis. *Make:* WE. *Tower:* 1 Truscon, 214 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto, Universal.

WLB, Minneapolis—*Transmitter Location:* University of Minnesota. *Make:* RCA. *Tower:* One, 330 ft. *Speech Input:* Collins.

WTCN, Minneapolis—*Transmitter Location:* Rose Township. *Make:* WE. *Tower:* 1 Blaw-Knox, 329 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KVOX, Moorhead—*Transmitter Location:* 12th St. & 14th Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

WCAL, Northfield—*Transmitter Location:* Northfield. *Make:* Composite. *Tower:* 1 International Derrick, 330 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KFAM, St. Cloud—*Transmitter Location:* St. Cloud. *Make:* RCA. *Tower:* 1 Truscon, 179 ft. *Speech Input:* RCA. *Microphones:* RCA.

KSTP, St. Paul—*Transmitter Location:* Highway 61 & County Rd. C. *Make:* Composite. *Towers:* 3 Truscon, 340 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WLOL, St. Paul—*Transmitter Location:* St. Paul. *Make:* RCA. *Towers:* 2 Truscon, 212 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WMIN, St. Paul—*Transmitter Location:* 1287 St. Anthony Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 199 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WHLB, Virginia—*Transmitter Location:* Virginia. *Make:* Composite. *Tower:* One, 165 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KWLM, Willmar—*Transmitter Location:* Willmar. *Make:* WE. *Tower:* 1 Blaw-Knox, 150 ft. *Speech Input:* WE. *Microphones:* RCA.

KWNO, Winona—*Transmitter Location:* Sarni St. *Make:* WE. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

MISSISSIPPI

WCBI, Columbus—*Transmitter Location:* Columbus. *Make:* RCA. *Tower:* 1 Wincharger, 200 ft. *Speech Input:* RCA. *Microphones:* RCA.

WJPR, Greenville—*Transmitter Location:* N. Broadway. *Make:* Gates. *Tower:* 1 Wincharger, 200 ft. *Speech Input:* Gates. *Microphones:* Carrier. *Recording Equipment:* Federal.

WGRM, Greenwood—*Transmitter Location:* Box 854. *Make:* Composite. *Tower:* One, 203 ft. *Speech Input:* Composite. *Microphones:* Shure. *Recording Equipment:* Bogen.

WGCM, Gulfport—*Transmitter Location:* 22nd St. & 15th Ave. *Make:* Composite. *Tower:* One, 203 ft. *Speech Input:* Gates. *Microphones:* WE, RCA. Recording *Equipment:* Bogen.

WFOR, Hattiesburg—*Transmitter Location:* 25th Ave. & Seventh St. *Make:* Composite. *Tower:* One, 480 ft. *Speech Input:* Composite.

WJDX, Jackson—*Transmitter Location:* U. S. Highway No. 51. *Make:* RCA. *Tower:* 1 Truscon, 322 ft. *Speech Input:* RCA. *Microphones:* RCA.

WSLI, Jackson — *Transmitter Location:* Box 1847. *Make:* RCA. *Tower:* 1 Lehigh, 175 ft. *Speech Input:* WE. *Microphones:* RCA. *Recording Equipment:* Presto.

WAML, Laurel — *Transmitter Location:* Washington Rd. *Make:* RCA. *Tower:* One, 189 ft. *Speech Input:* RCA. *Microphones:* RCA.

WSKB, McComb—*Transmitter Location:* Pike County. *Make:* Composite. *Tower:* 1 Wincharger, 205 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Radiotone.

WQBC, Vicksburg—*Transmitter Location:* Halls Ferry Road. *Make:* RCA. *Tower:* 1 Wincharger, 195 ft. *Speech Input:* Composite. *Microphones:* Amperite.

MISSOURI

KFVS, Cape Girardeau—*Transmitter Location:* Cape Girardeau. *Make:* Composite. *Tower:* One, 257 ft. *Recording Equipment:* Universal.

KFRU, Columbia—*Transmitter Location:* 2200 E. Broadway. *Make:* WE, RCA. *Towers:* Two, 165 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KWOS, Jefferson City—*Transmitter Location:* Jefferson City. *Make:* Collins. *Tower:* 1 Blaw-Knox, 196 ft. *Speech Input:* Collins. *Microphones:* WE. *Recording Equipment:* RCA.

WMBH, Joplin — *Transmitter Location:* 1334 Roosevelt St. *Make:* WE. *Tower:* 1 Blaw-Knox, 199 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KCMO, Kansas City—*Transmitter Location:* 10th & Hardesty. *Make:* Collins. *Towers:* Two, 204 ft. *Speech Input:* Collins. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KITE, Kansas City—*Transmitter Location:* 86th & Summit. *Make:* RCA. *Tower:* 1 Blaw-Knox, 144 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto, Universal.

KMBC, Kansas City—*Transmitter Location:* 50th & Balinder Road. *Make:* WE. *Towers:* 2 Blaw-Knox, 544 & 256 ft. *Speech Input:* WE, RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto, Universal, Fairchild.

WDAF, Kansas City—*Transmitter Location:* Johnson County. *Mike:* WE. *Tower:* 1 Blaw-Knox, 420 ft. *Speech Input:* Composite. *Microphones:* WE.

WHB, Kansas City—*Transmitter Location:* North Kansas City. *Make:* WE. *Towers:* Two, 230 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Universal.

KWOC, Poplar Bluff—*Transmitter Location:* 1801 N. Main St. *Make:* Composite. *Tower:* One, 193 ft. *Speech Input:* Composite. *Microphones:* Brush.

KFEQ, St. Joseph—*Transmitter Location:* 5½ miles southeast of St. Joseph. *Make:* Composite. *Tower:* 1 Truscon, 330 ft. *Speech Input:* RCA. *Microphones:* RCA.

KFUO, St. Louis—*Transmitter Location:* St. Louis. *Make:* WE. *Tower:* 1 Blaw-Knox, 300 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA, Amperite. *Recording Equipment:* Presto.

KMOX, St. Louis—*Transmitter Location:* 14 miles southwest of St. Louis. *Make:* WE. *Towers:* Two, 300 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KSD, St. Louis—*Transmitter Location:* St. Louis. *Make:* RCA. *Towers:* Two, 100 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KWK, St. Louis—*Transmitter Location:* 500 E. Logan, Baden Station, St. Louis. *Make:* WE. *Tower:* 1 Blaw-Knox, 396 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KXOK, St. Louis—*Transmitter Location:* St. Louis. *Make:* WE. *Towers:* 3 Truscon, 389 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

WEW, St. Louis—*Transmitter Location:* 3642 Lindell Blvd. *Make:* RCA. *Towers:* Two, 175 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WIL, St. Louis—*Transmitter Location:* 3601 Lindell Blvd. *Make:* WE. *Tower:* 1 Blaw-Knox, 189 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WTMV, St. Louis (E. St. Louis, Ill.)—*Transmitter Location:* E. St. Louis, Ill. *Make:* RCA. *Tower:* 1 Truscon, 154 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

KDRO, Sedalia — *Transmitter Location:* 2100 W. Broadway. *Make:* RCA. *Tower:* 1 Truscon, 170 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KGBX, Springfield—*Transmitter Location:* Bolivar Road. *Make:* Composite. *Towers:* Three, 225 ft. *Speech Input:* Collins. *Microphones:* WE, RCA, Collins.

KWTO, Springfield—*Transmitter Location:* Bolivar Road. *Make:* Composite. *Tower:* 1 Blaw-Knox, 426 ft. *Speech Input:* Composite. *Microphones:* WE, RCA.

MONTANA

KGHL, Billings—*Transmitter Location:* 6 miles west of Billings. *Make:* RCA. *Tower:* 1 Truscon, 559 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Universal.

KRBM, Bozeman—*Transmitter Location:* East of Bozeman. *Make:* RCA. *Tower:* 1 Truscon, 171 ft. *Speech Input:* RCA. *Microphones:* RCA.

KGIR, Butte—*Transmitter Location:* Butte. *Make:* Bendix. *Tower:* One, 224 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KFBB, Great Falls—*Transmitter Location:* P. O. Box 1139. *Make:* WE. *Tower:* 1 Blaw-Knox, 420 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* RCA.

KPFA, Helena — *Transmitter Location:* 1306 11th Ave. *Make:* RCA. *Tower:* One, 164 ft. *Speech Input:* RCA. *Microphones:* RCA.

KGEZ, Kalispell—*Transmitter Location:* Kalispell. *Make:* Composite. *Tower:* One, 250 ft. *Speech Input:* Shure, Astatic, RCA. *Microphones:* Universal.

KGVO, Missoula—*Transmitter Location:* 3 miles northwest of city. *Make:* WE. *Tower:* 1 Truscon, 220 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KGCX, Wolf Point—*Transmitter Location:* 2 miles east of city. *Make:* RCA. *Tower:* 1 Harrell, 167 ft. *Speech Input:* Composite. *Microphones:* RCA, Shure.

NEBRASKA

KORN, Fremont—*Transmitter Location:* Fremont. *Make:* Gates. *Tower:* 1 Wincharger, 179 ft. *Speech Input:* Gates. *Microphones:* Shure, RCA.

KMMJ, Grand Island—*Transmitter Location:* Phillips, Neb. *Make:* Collins. *Tower:* One, 330 ft. *Speech Input:* Collins. *Microphones:* WE.

KHAS, Hastings—*Transmitter Location:* Tribune Bldg. *Make:* RCA. *Tower:* 1 Truscon, 205 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KGFW, Kearney—*Transmitter Location:* Box 14. *Make:* Collins. *Tower:* 1 Wincharger, 187 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Federal.

KFAB, Lincoln — *Transmitter Location:* 17th & Holdrege. *Make:* Composite. *Towers:* Two, 150 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KFOR, Lincoln — *Transmitter Location:* 48th & Vine Sts. *Make:* Composite. *Tower:* One, 255 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Universal.

WJAG, Norfolk—*Transmitter Location:* Norfolk. *Make:* Composite. *Tower:* One, 265 ft. *Speech Input:* Composite. *Microphones:* Composite.

KGNF, North Platte—*Transmitter Location:* North Platte. *Make:* Composite. *Tower:* 1 Blaw-Knox, 174 ft. *Speech Input:* Composite. *Microphones:* RCA.

KOIL, Omaha — *Transmitter Location:* Council Bluffs, Ia. *Make:* RCA. *Tower:* 1 Truscon, 310 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Universal.

KOWH, Omaha—*Make:* Composite. *Towers:* Two, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WOW, Omaha—*Transmitter Location:* 56th & Kansas Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 458 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto, Universal.

KGKY, Scottsbluff—*Transmitter Location:* Scottsbluff. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* Composite. *Microphones:* Brush, RCA, American.

NEVADA

KENO, Las Vegas—*Transmitter Location:* Las Vegas. *Make:* Collins. *Tower:* 1 Wincharger, 156 ft. *Speech Input:* Collins. *Microphones:* RCA.

NEW HAMPSHIRE

WKNE, Keene — *Transmitter Location:* Keene. *Make:* WE. *Towers:* 2 Winchargers, 205 ft. *Recording Equipment:* Presto.

WLNH, Laconia—*Transmitter Location:* Sanbornton, N. H. *Make:* Gates American. *Tower:* 1 Truscon, 193 ft. *Speech Input:* Gates American. *Microphones:* Gates, WE, Amperite, Astatic.

WFEA, Manchester—*Transmitter Location:* Reed's Ferry, Merrimack, N. H. *Make:* WE. *Towers:* 1 Lingo, 199 ft.; 1 Blaw-Knox, 350 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WHEB, Portsmouth—*Transmitter Location:* Portsmouth. *Make:* Collins. *Tower:* 1 Truscon, 282 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

NEW JERSEY

WCAP, Asbury Park—*Transmitter Location:* Whitesville, Neptune, N. J. *Make:* WE. *Tower:* One, 174 ft. *Speech Input:* WE. *Microphones:* WE.

WBAB, Atlantic City—*Transmitter Location:* Absecon Blvd. & Beach Thoroughfare. *Make:* Collins. *Tower:* 1 Lehigh, 205 ft. *Speech Input:* Collins. *Microphones:* RCA.

WFPG, Atlantic City—*Transmitter Location:* Steel Pier. *Make:* RCA. *Tower:* 1 Lingo, 150 ft. *Speech Input*, RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WSNJ, Bridgeton—*Transmitter Location:* Bridgeton. *Make:* RCA. *Tower:* 1 Lehigh, 180 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WCAM, Camden—*Transmitter Location:* Civic Center: *Make:* WE. *Towers:* 2 Blaw-Knox, 125 ft. *Speech Input:* WE. *Microphones:* WE RCA, Amperite.

WAAT, Jersey City—*Transmitter Location:* Kearny, N. J. *Make:* Collins. *Towers:* 3 Lehigh, 265 ft. *Speech Input:* Composite. *Microphones:* WE, Brush. *Recording Equipment:* Presto.

WHOM, Jersey City—*Make:* WE. *Tower:* 1 Lehigh, 387 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Allied.

WBRB, Red Bank—*Transmitter Location:* 63 Broad St. *Make:* Composite. *Towers:* Two, 100 ft.

WTNJ, Trenton — *Transmitter Location:* Morrisville, Pa. *Make:* WE. *Tower:* 1 Lehigh, 220 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WAWZ, Zarephath—*Transmitter Location:* Zarephath. *Make:* Composite. *Towers:* 2 Blaw-Knox, 300 & 188 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

NEW MEXICO

KGGM, Albuquerque—*Transmitter Location:* Box 4388. *Make:* Collins. *Tower:* 1 Blaw-Knox, 235 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KOB, Albuquerque—*Transmitter Location:* Alameda, N. M. *Make:* RCA. *Tower:* 1 Truscon, 445 ft. *Speech Input:* Remler. *Microphones:* RCA. *Recording Equipment:* RCA.

KLAH, Carlsbad—*Transmitter Location:* 1 mile north of Carlsbad. *Make:* RCA. *Tower:* One, 183 ft. *Speech Input:* RCA. *Microphones:* RCA.

KICA, Clovis — *Transmitter Location:* Clovis. *Make:* Composite. *Tower:* 1 Truscon, 179 ft. *Speech Input:* Gates. *Microphones:* RCA, Turner.

KWEW, Hobbs — *Transmitter Location:* Box QQ. *Make:* RCA. *Tower:* One, 167 ft. *Speech Input:* Composite. *Microphones:* WE.

KGFL, Roswell — *Transmitter Location:* 511 W. 16th St. *Make:* Composite. *Tower:* One, 187 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* RCA.

KVSF, Santa Fe—*Transmitter Location:* 759 Cerrillos Road. *Make:* Composite. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

NEW YORK

WABY, Albany—*Transmitter Location:* Colonie, N. Y. *Make:* Collins. *Tower:* 1 Blaw-Knox, 178 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA.

WOKO, Albany—*Transmitter Location:* Central Ave. & Tremont St. *Make:* Collins. *Tower:* 1 Truscon, 172 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA.

WMBO, Auburn—*Transmitter Location:* Auburn. *Make:* RCA. *Tower:* 1 Blaw-Knox, 207 ft. *Speech Input:* RCA. *Microphones:* RCA, Amperite. *Recording Equipment:* Presto.

WNBF, Binghamton—*Transmitter Location:* Cleveland & Stoaks Aves. *Make:* Piezo. *Tower:* 1 Truscon, 235 ft. *Speech Input:* RCA. *Recording Equipment:* Fairchild.

WARD, Brooklyn—*Transmitter Location:* 583 Messerole St. *Make:* Composite. *Tower:* 1 Truscon, 200 ft. *Microphones:* WE. *Recording Equipment:* Allied.

WBBC, Brooklyn—*Transmitter Location:* Ave. X & E, 70th St. *Make:* Composite. *Towers:* Two, 100 ft. *Speech Input:* WE. *Microphones:* WE, RCA, Gates.

WCNW, Brooklyn—*Transmitter Location:* 180 Morgan Ave. *Make:* Composite. *Tower:* 1 Lehigh, 180 ft. *Speech Input:* Westinghouse. *Microphones:* RCA, Westinghouse. *Recording Equipment:* Presto.

WLTH, Brooklyn—*Transmitter Location:* Green & Provost Sts. *Make:* Composite. *Tower:* One, 200 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto

WVFW, Brooklyn—*Transmitter Location:* 609 E. 57th St. *Make:* RCA. *Towers:* Two, 100 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WBEN, Buffalo—*Transmitter Location:* Martinsville, N. Y. *Make:* RCA. *Tower:* 1 Blaw-Knox, 416 ft. *Speech Input:* RCA. *Microphone:* RCA. *Recording Equipment:* Fairchild.

WBNY, Buffalo—*Transmitter Location:* 154 E. Eagle St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WEBR, Buffalo — *Transmitter Location:* Larkin Terminal Bldg. *Make:* RCA. *Tower:* 1 Blaw-Knox, 300 ft. *Speech Input:* RCA. *Microphones:* RCA.

WCAD, Canton—*Transmitter Location:* St. Lawrence University. *Make:* GE. *Towers:* Two, 100 ft. *Speech Input:* GE. *Microphones:* RCA. *Recording Equipment:* Fairchild.

WENY, Elmira—*Transmitter Location:* Lower Schuyler Ave. *Make:* RCA. *Tower:* 1 Blaw-Knox, 425 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WGBB, Freeport—*Location of Transmitter:* 215 Bedell St. *Make:* Composite. *Towers:* Two, 100 ft. *Speech Input:* RCA. *Microphones:* RCA.

WHCU, Ithaca — *Transmitter Location:* Kline Rd., Forest Home, N. Y. *Make:* Composite. *Towers:* Two, 165 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

WJTN, Jamestown—*Transmitter Location:* Jones & Clifford Aves. *Make:* WE. *Tower:* One, 200 ft. *Speech Input:* United Transformer. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

WKNY, Kingston—*Transmitter Location:* Ulster Township. *Make:* RCA. *Tower:* 1 Lehigh, 169 ft. *Speech Input:* RCA. *Microphones:* RCA.

WGNY, Newburgh—*Transmitter Location:* Cocheton Turnpike. *Make:* WE. *Tower:* 1 Lehigh, 208 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WABC, New York—*Transmitter Location:* Wayne Township, N. J. *Tower:* 1 Blaw-Knox, 550 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WBNX, New York—*Transmitter Location:* Carlstadt, N. J. *Make:* WE. *Towers:* 3 Truscon, 226 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

WEAF, New York—*Transmitter Location:* Port Washington, Long Island, N. Y. *Make:* RCA. *Towers:* 2 Lehigh, 320 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Scully, RCA, Presto.

WEVD, New York—*Transmitter Location:* 1335 Grand St. *Make:* RCA. *Tower:* One, 221 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WHN, New York—*Transmitter Location:* Astoria, Long Island, N. Y. *Make:* WE. *Tower:* 1 Blaw-Knox, 254 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WINS, New York—*Transmitter Location:* Carlstadt, N. J. *Make:* WE. *Towers:* Two, 300 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WJZ, New York—*Transmitter Location:* Boundbrook, N. J. *Make:* RCA. *Tower:* 1 Lehigh, 640 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Scully, Presto.

WMCA, New York—*Transmitter Location:* Kearny, N. J. *Make:* RCA. *Towers:* 3 Truscon, 325 ft. *Speech Input:* RCA. *Microphones:* RCA.

WNEW, New York—*Transmitter Location:* Carlstadt, N. J. *Make:* WE. *Towers:* 1 Blaw-Knox, 424 ft.; 1 Truscon, 207 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WNYC, New York: *Transmitter Location:* 10 Kent St., Brooklyn, N. Y. *Make:* WE. *Towers:* Two, 304 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Universal.

WOR, New York—*Transmitter Location:* Carteret, N. J. *Make:* WE. *Towers:* 2 Blaw-Knox, 385 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WOV, New York—*Transmitter Location:* Kearny, N. J. *Make:* RCA, WE. *Towers:* 2 Lehigh, 350 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WWRL, New York (Woodside, L. I.)—*Transmitter Location:* Woodside, L. I. *Make:* Composite. *Tower:* 1 Blaw-Know, 234 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WHLD, Niagara Falls—*Transmitter Location:* Lockport Road. *Make:* RCA. *Tower:* 1 Trueson, 212 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WSLB, Ogdensburg—*Transmitter Location:* 2315 Knox St. *Make:* RCA. *Tower:* 1 Lehigh, 184 ft. *Speech Input:* RCA.

WHDL, Olean—*Transmitter Location:* Allegany, N. Y. *Make:* WE. *Tower:* 1 Truscon, 308 ft. *Speech Input:* Collins. *Microphones:* WE. *Recording Equipment:* RCA.

WMFF, Plattsburg—*Transmitter Location:* Plattsburg. *Make:* Collins. *Tower:* One, 180 ft. *Speech Input:* Collins. *Microphone:* RCA. *Recording Equipment:* Fairchild, RCA.

WKIP, Poughkeepsie—*Transmitter Location:* Poughkeepsie. *Make:* RCA. *Tower:* 1 Lehigh, 150 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Presto.

WHAM, Rochester—*Transmitter Location:* Victor, N. Y. *Make:* WE. *Tower:* 1 Blaw-Knox, 450 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WHEC, Rochester—*Transmitter Location:* 979 Mt. Read Blvd. *Make:* RCA. *Tower:* 1 Blaw-Knox, 329 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto, Fairchild.

WSAY, Rochester—*Transmitter Location:* Taylor Bldg. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* Gates. *Microphones:* Amperite. *Recording Equipment:* RCA.

WNBZ, Saranac Lake—*Transmitter Location:* 70 Broadway. *Make* Composite. *Speech Input:* Composite. *Microphones:* WE.

WGY, Schenectady—*Transmitter Location:* South Schenectady. *Make:* GE. *Tower:* One, 625 ft. *Speech Input:* Ge. *Microphones:* RCA. *Recording Equipment:* RCA.

BLILEY CRYSTALS

Bliley Quartz Crystal Units are noted for their uniformly reliable operating characteristics. That's because they are built that way! Behind each finished unit lies the fruits of constant research, the application of painstaking engineering, and the skill of highly trained specialists. In no other way can a precision product be manufactured.

Catalog G-11 describes Bliley precision-made crystals and mountings for all frequencies from 20 kc. to 30 mc. See your local Bliley Distributor or write for your copy.

BLILEY ELECTRIC COMPANY
UNION STATION BUILDING **ERIE, PA.**

Equipment in Use in
BROADCAST STATIONS IN THE UNITED STATES AND CANADA

NEW YORK—(Continued)

WFBL, Syracuse—*Transmitter Location:* Collamer, N. Y. *Make:* WE. *Towers:* 2 Blaw-Knox, 400 & 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WOLF, Syracuse—*Transmitter Location:* Kirkpatrick & Van Rensselaer Sts. *Make:* Collins. *Tower:* 1 Lingo, 150 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WSYR, Syracuse—*Transmitter Location:* 2341 Valley Drive. *Make:* RCA. *Towers:* 2 International Derrick, 335 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WHAZ, Troy—*Transmitter Location:* 110 Eighth St. *Make:* Composite. *Towers:* 2 Blaw-Knox, 140 ft. *Speech Input:* Composite. *Microphones:* RCA.

WTRY, Troy — *Transmitter Location:* Colonie Township. *Make:* RCA. *Tower:* 1 Lehigh, 259 ft. *Speech Injut:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WIBX, Utica — *Transmission Location:* Marcy, N. Y. *Make:* WE. *Tower:* 1 Blaw-Knox, 204 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Presto.

WFAS, White Plains—*Transmitter Location:* Roger Smith Hotel. *Make:* WE. *Tower:* 1 Lehigh, 190 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

NORTH CAROLINA

WISE, Asheville—*Transmitter Location:* Asheville. *Make:* Gates. *Tower:* 1 Wincharger, 170 ft. *Speech Input:* Gates. *Microphones:* Shure, RCA.

WWNC, Asheville—*Transmitter Location:* Asheville. *Make:* RCA. *Towers:* Two, 480 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WBT, Charlotte—*Transmitter Location:* Nations Ford Road. *Make:* RCA. *Tower:* 1 Blaw-Knox, 435 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WSOC, Charlotte—*Transmitter Location:* Charlotte. *Make:* Composite. *Towers:* Two, 130 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Presto.

WDNC, Durham—*Transmitter Location:* 2 miles southwest of Durham. *Make:* WE. *Tower:* 1 Blaw-Knox, 35 ft. *Speech Input:* WE. *Microphones:* RCA. *Recording Equipment:* RCA.

WCNC, Elizabeth City—*Transmitter Location:* Parsonage St., Extended. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WFNC, Fayetteville—*Transmitter Location:* 216 Water St. *Make:* Collins. *Tower:* 1 Lehigh, 207 ft. *Speech Input:* Collins: *Microphones:* RCA.

WGNC, Gastonia—*Transmitter Location:* Gastonia. *Make:* Collins. *Tower:* 1 Wincharger, 150 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

WBIG, Greensboro—*Transmitter Location:* Battleground Blvd. *Make:* WE. *Tower:* 1 Blaw-Knox, 360 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WGTC, Greenville—*Transmitter Location:* Greenville. *Make:* RCA. *Tower:* One, 300 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WHKY, Hickory—*Transmitter Location:* Radio Bldg. *Make:* RCA. *Tower:* 1 Truscon, 175 ft. *Speech Input:* Collins. *Microphones:* Shure. *Recording Equipment:* Fairchild.

WMFR, High Point—*Transmitter Location:* High Point. *Make:* Composite. *Tower:* 1 Lehigh, 154 ft. *Speech Input:* Gates. *Recording Equipment:* Presto.

WFTC, Kinston—*Transmitter Location:* 210 E. King St. *Make:* Collins. *Tower:* One, 250 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

WPTF, Raleigh—*Transmitter Location:* Cary, N. C. *Make:* Westinghouse. *Towers:* 2 Blaw-Knox, 370 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

WRAL, Raleigh—*Transmitter Location:* E. Davie St. Extension. *Make:* WE. *Tower:* 1 Wincharger, 195 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WEED, Rocky Mount—*Transmitter Location:* Rocky Mount. *Tower:* 1 Hoke, 198 ft. *Speech Input:* Gates, WE. *Microphones:* RCA. WE. *Recording Equipment:* Allied.

WSTP, Salisbury—*Transmitter Location:* Salisbury. *Make:* WE. *Tower:* 1 Blaw-Knox, 350 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WMFD, Wilmington—*Transmitter Location:* Wilmington. *Make:* Doolittle & Falknor. *Tower:* 1 Wincharger, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Federal.

WGTM, Wilson—*Transmitter Location:* 2 miles south of Wilson. *Make:* Composite. *Tower:* One, 174 ft. *Speech Input:* Gates. *Microphones:* RCA. *Recording Equipment:* Presto.

WAIR, Winston-Salem—*Transmitter Location:* North Cherry St. Extension. *Make:* WE. *Tower:* 1 Lehigh, 180 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WSJS, Winston-Salem—*Transmitter Location:* Winston-Salem. *Make:* RCA. *Tower:* 1 Lehigh, 375 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

NORTH DAKOTA

KFYR, Bismarck—*Transmitter Location:* Menoken, N. D. *Make:* RCA. *Tower:* 1 Truscon, 704 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KDLR, Devils Lake—*Transmitter Location:* Devils Lake. *Make:* WE. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* WE, Collins. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WDAY, Fargo—*Transmitter Location:* West Fargo. *Make:* Composite. *Towers:* 3 Blaw-Knox, 268 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto, Universal.

KFJM, Grand Forks—*Transmitter Location:* University Station, Grand Forks. *Make:* Collins. *Tower:* One, 165 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KRMC, Jamestown—*Transmitter Location:* Jamestown. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE.

KGCU, Mandan—*Transmitter Location:* Mandan. *Make:* Collins. *Tower:* 1 Lehigh, 207 ft. *Speech Input:* Collins. *Microphones:* Brush.

KLPM, Minot—*Transmitter Location:* Minot. *Make:* Collins: *Tower:* 1 Lehigh, 180 ft. *Speech Input:* Composite. *Microphones:* RCA.

KOVC, Valley City—*Transmitter Location:* 312 Fifth Ave. *Make:* Collins. *Tower:* One, 184 ft. *Speech Input:* Collins. *Microphones:* Collins.

OHIO

WADC, Akron—*Transmitter Location:* Box 830. *Make:* Collins. *Towers:* 2 Truscon, 350 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WAKR, Akron — *Transmitter Location:* 4½ miles south of Akron. *Make:* RCA. *Towers:* 2 Truscon, 300 and 187 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WJW. Akron—*Transmitter Location:* 41 S. High St. *Make:* Composite. *Towers:* Two, 100 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WICA, Ashtabula. *Transmitter Location:* Box 98. *Make:* WE. *Tower:* 1 Truscon, 230 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WHBC, Canton—*Transmitter Location:* Lakeside Ave. *Make:* RCA. *Tower:* 1 Truscon, 502 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WCKY, Cincinnati—*Transmitter Location:* Ludlow, Ky. *Make:* RCA. *Towers:* 1 Blaw-Knox & 2 Lehigh, 350 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WCPO, Cincinnati—*Transmitter Location:* 623 E. Sixth St. *Make:* WE. *Tower:* 1 International Derrick, 199 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Radiotone.

WKRC, Cincinnati—*Transmitter Location:* Hotel Alms. *Make:* WE. *Towers:* 2 Blaw-Knox, 154 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WLW, Cincinnati—*Transmitter Location:* Mason, O. *Make:* Composite. *Tower:* 1 Blaw-Knox, 831 ft. *Speech Input:* Crosley. *Microphones:* WE, RCA, Crosley. *Recording Equipment:* RCA, Crosley.

WSAI, Cincinnati—*Transmitter Location:* Mt. Healthy. *Make:* WE. *Towers:* 3 Blaw-Knox, 365 ft. *Speech Input:* Crosley. *Microphones:* Crosley, RCA. *Recording Equipment:* Crosley, Fairchild, RCA.

WCLE, Cleveland—*Transmitter Location:* Brooklyn Station, Cleveland. *Make:* WE. *Tower:* One, 300 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WGAR, Cleveland—*Transmitter Location:* Cuyahoga Heights, O. *Make:* RCA, WE. *Towers:* 2 Truscon, 376 & 170 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Fairchild.

WHK, Cleveland—*Transmitter Location:* Brooklyn Station, Cleveland. *Make:* WE. *Towers:* Two, 300 ft.; one, 222 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WTAM, Cleveland—*Transmitter Location:* Brecksville, O. *Make:* RCA. *Tower:* 1 Truscon, 470 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WBNS, Columbus—*Transmitter Location:* 1035 Barnett Road. *Make:* RCA. *Towers:* 2 Blaw-Knox, 379 & 179 ft. *Speech Input:* RCA, Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WCOL, Columbus—*Transmitter Location:* 33 N. High St. *Make:* Collins. *Tower:* 1 Blaw-Knox, 187 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WHKC, Columbus—*Transmitter Location:* Sharon Road. *Make:* WE. *Towers:* Two, 150 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* RCA.

WOSU, Columbus—*Transmitter Location:* University Golf Course. *Make:* WE. *Tower:* 1 Lehigh, 330 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WHIO, Dayton — *Transmitter Location:* Virginia Drive. *Make* RCA. *Towers:* 2 International Derrick, 293 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

WLOK, Lima—*Transmitter Location:* 1424 Rice Ave. *Make:* RCA. *Tower:* One, 158 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WMAN, Mansfield—*Transmitter Location:* Mansfield. *Make:* RCA. *Tower:* One, 190 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WPAY, Portsmouth — *Transmitter Location:* 9th & Chillicothe Sts. *Make:* Composite. *Tower:* One, 85 ft. *Speech Input:* Composite. *Recording Equipment:* Presto.

WIZE, Springfield—*Transmitter Location:* 117 W. High St. *Make:* RCA. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WSTV, Steubenville—*Transmitter Location:* Altamont Heights. *Make:* WE. *Tower:* 1 Blaw-Knox, 300 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WSPD, Toledo — *Transmitter Location:* Perrysburg, O. *Make:* WE. *Towers:* 3 Blaw-Knox, 216 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WTOL, Toledo—*Transmitter Location:* 709 Madison Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 204 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

WFMJ, Youngstown—*Transmitter Loca-* 101 W. Boardman St. *Make:* RCA. *Tower:* 1 Truscon, 150 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WKBN, Youngstown—*Transmitter Location:* 3430 Sunset Blvd. *Make:* Composite. *Tower:* 1 Truscon, 360 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WHIZ, Zanesville—*Transmitter Location:* Zanesville. *Make:* RCA. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

OKLAHOMA

KADA, Ada—*Transmitter Location:* Ada. *Make:* Collins. *Tower:* 1 Lehigh, 180 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* RCA.

KVSO, Ardmore — *Transmitter Location:* Ardmore. *Make:* RCA. *Tower:* 1 Lehigh, 185 ft.

KASA, Elk City—*Transmitter Location:* Elk City. *Make:* We. *Tower:* Two, 6 ft. *Speech Input:* Composite. *Microphones:* Amperite, Turner.

KCRC, Enid—*Transmitter Location:* Enid. *Tower:* 1 Blaw-Knox, 182 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KBIX, Muskogee — *Transmitter Location:* Barnes Bldg. *Make:* WE. *Tower:* 1 Blaw-Knox.

WNAD, Norman — *Transmitter Location:* Norman. *Make:* Composite. *Tower:* One, 100 ft. *Speech Input*. WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KOCY, Oklahoma City—*Transmitter Location:* Plaza Court. *Make:* Collins. *Tower:* 1 Truscon, 174 ft. *Speech Input:* Collins. *Microphones:* RCA.

KOMA, Oklahoma City—*Transmitter Location:* 7 miles north of Oklahoma City. *Make:* WE. *Tower:* 1 International Derrick, 196 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

KTOK, Oklahoma City—*Transmitter Location:* 1800 W. Main St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 210 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

WKY, Oklahoma City—*Transmitter Location:* 5 miles northwest of Oklahoma City. *Make:* RCA. *Tower:* One, 286 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Fairchild.

KHBG, Okmulgee — *Transmitter Location:* Box 1350. *Make:* RCA. *Tower:* 1 Blaw-Knox, 204 ft. *Speech Input:* Composite. *Microphones:* WE, RCA.

WBBZ, Ponca City—*Transmitter Location:* 615 W. Grand Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 167 ft. *Speech Input:* Composite. *Microphones:* Shure, Amperite, RCA.

KGFF, Shawnee — *Transmitter Location:* Shawnee Country Club. *Make:* Collins. *Tower:* 1 Lehigh, 285 ft. *Speech Input:* Collins. *Microphones:* RCA, Turner. *Recording Equipment:* RCA.

KOME, Tulsa — *Transmitter Location:* 3904 S. Newport. *Make:* WE. *Tower:* 1 Blaw-Knox, 214 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KTUL, Tulsa — *Transmitter Location:* Route No. 8. *Make:* WE. *Tower:* 2 Truscon, 220 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Universal.

KVOO, Tulsa — *Transmitter Location:* Tulsa. *Make:* WE. *Tower:* 2 Blaw-Knox. 225 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

OREGON

KAST, Astoria — *Transmitter Location:* 1006 Taylor Ave. *Make:* Composite. *Tower:* 1 Lehigh, 195 ft. *Speech Input:* Composite: *Microphones:* RCA, Shure. Brush.

KBKR, Baker — *Transmitter Location:* East H St. *Make:* Composite. *Tower:* One 168 ft. *Speech Input:* Composite. *Microphones:* RCA, Turner.

KBND, Bend—*Transmitter Location:* 1101 Wall St. *Make:* RCA. *Tower:* 1 Lehigh. 175 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

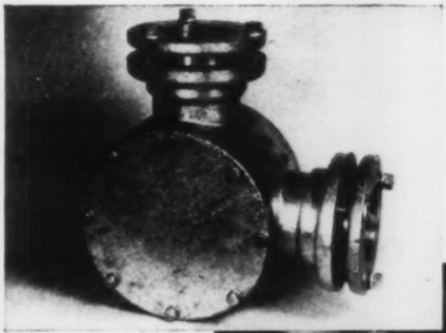
KORE, Eugene—*Transmitter Location:* So. Willamette, Ore. *Make:* Composite. *Tower:* 1 Blaw-Knox, 186 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KUIN, Grants Pass — *Transmitter Location:* Box 43. *Make:* WE. *Tower:* One. 168 ft. *Speech Input:* Composite. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

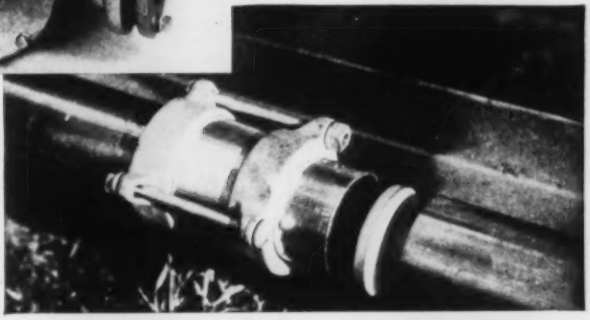
KFJI, Klamath Falls — *Transmitter Location:* 213 Main St. *Make:* Composite. *Tower:* One, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

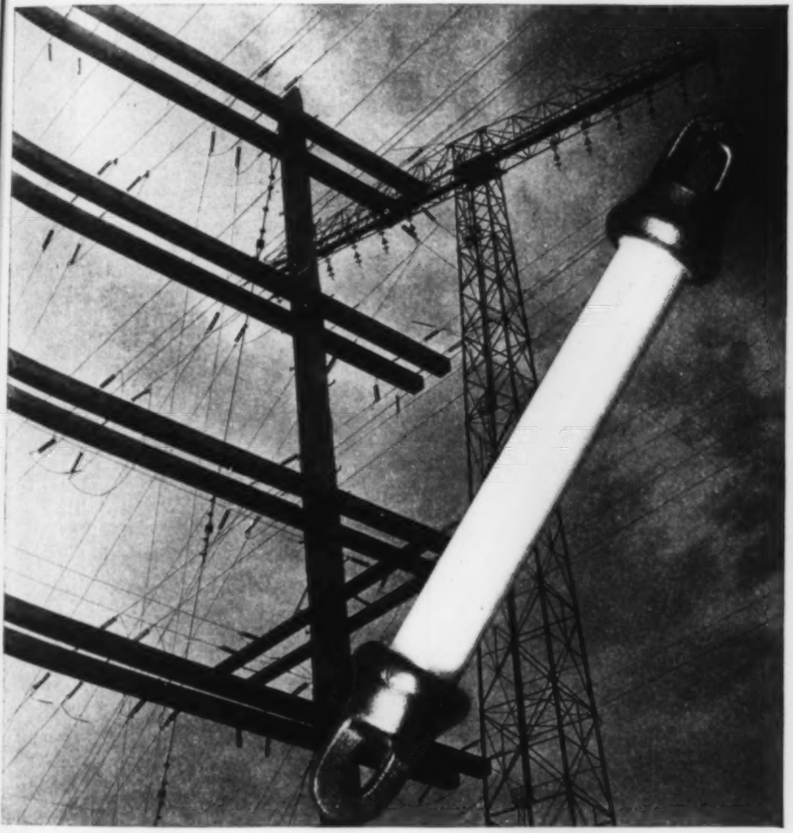
KLBM, La Grande—*Transmitter Location:* La Grande. *Make:* Composite. *Tower:* One, 173 ft. *Speech Input:* WE.

INSULATION HIGHLIGHTS

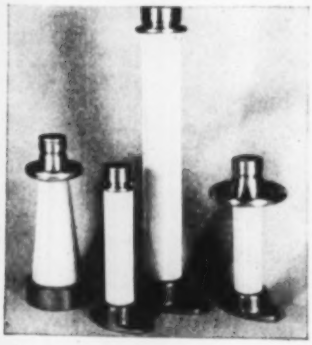


SOLDERLESS GAS-TIGHT JOINTS for coaxial transmission lines manufactured by Isolantite, Inc. are accomplished by the patented Raybould coupling. Fittings employing this patented device are available for radio purposes exclusively from Isolantite, Inc. (Isolantite coaxial transmission lines are sold nationally through Graybar Electric Co. and manufacturers of transmitting equipment.)

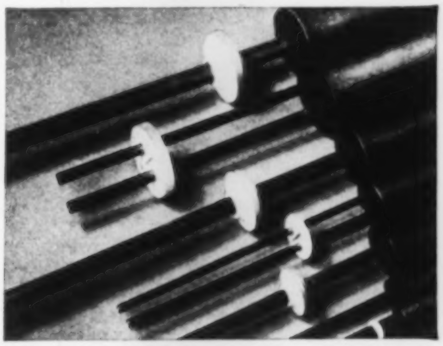




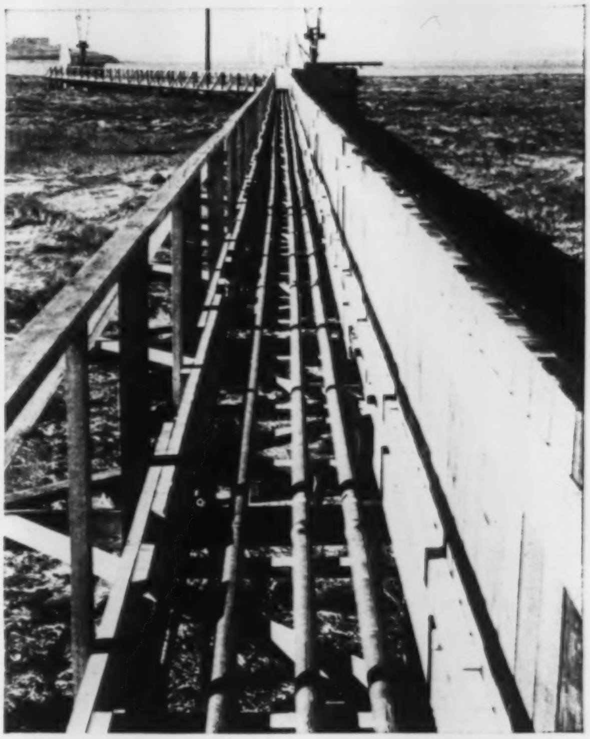
▲ **ISOLANTITE* STRAIN INSULATORS** are especially popular because of their high mechanical strength and low electrical loss, and are economical in custom-made designs. Shown in the background are some short wave open wire transmission lines and part of a long wave antenna at RCA's Rocky Point Station.



▲ **NEW STAND-OFF INSULATORS** with corona shields represent an improvement over previous designs. Shield is of spun aluminum. Insulators are engineered to relieve electrical stresses at top—point where stress is ordinarily at a maximum.



▲ **COAXIAL OR BALANCED SHIELDED** transmission lines engineered by Isolantite are available in several sizes. Bulletins describing Isolantite coaxial transmission lines, solderless fittings and accessories will be mailed on request. Write us your problem and we will send you complete information on suitable lines and fittings.



▲ **CONCENTRIC TRANSMISSION LINES** built by Isolantite serve Westinghouse 50 KW Station WBZ and W1XK, the new FM transmitter at Hull, Mass. Isolantite 2⅝″ diameter transmission line provides maximum safety factor for high power broadcast and minimum attenuation for ultra high frequency FM service.

**Registered trade-name for the products of Isolantite, Inc.*

ISOLANTITE

CERAMIC INSULATORS

ISOLANTITE, INC. FACTORY: BELLEVILLE, NEW JERSEY
SALES OFFICES: 233 BROADWAY, NEW YORK, N. Y.

Equipment in Use in

BROADCAST STATIONS IN UNITED STATES AND CANADA

OREGON—(Continued)

KOOS, Marshfield—*Transmitter Location:* Hall Bldg. *Make:* Composite: *Tower:* One, 165 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KMED, Medford — *Transmitter Location:* Ross Lane. *Make:* Composite. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* Composite. *Microphones:* WE.

KALE, Portland — *Transmitter Location:* Portland. *Make:* Composite. *Tower:* 2 Lehigh, 225 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

KBPS, Portland — *Transmitter Location:* 546 N. E. 12th Ave. *Make:* Composite. *Tower:* Two, 80 ft. *Speech Input:* WE. *Microphones:* WE.

KEX, Portland — *Transmitter Location:* North Portland. *Make:* Composite. *Tower:* One, 300 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KGW, Portland — *Transmitter Location:* North Portland. *Make:* RCA. *Tower:* 1 Truscon, 625 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KOIN, Portland — *Transmitter Location:* Barnes Road, west of Portland. *Make:* Composite. *Tower:* 1 International Derrick, 555 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

KWJJ, Portland — *Transmitter Location:* Oaks Park, Portland. *Make:* Composite. *Tower:* One, 230 ft. *Speech Input:* Composite. *Microphones:* RCA, Amperite, Brush.

KRNR, Roseburg — *Transmitter Location:* Roseburg. *Make:* Composite. *Tower:* One, 135 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KSLM, Salem — *Transmitter Location:* 633 N. Front. *Make:* WE. *Tower:* 1 Wincharger, 217 ft.

PENNSYLVANIA

WSAN-WCBA, Allentown — *Transmitter Location:* Allentown. *Make.* WE. *Tower:* 1 Lehigh, 170 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WFBG, Altoona — *Transmitter Location:* Altoona. *Make:* WE. *Tower:* 1 Lingo, 150 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WEST, Easton — *Transmitter Location:* Williams Township, Pa. *Make:* Composite. *Tower:* 1 Blaw-Knox, 170 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WLEU, Erie—*Transmitter Location:* 12th & State Sts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 180 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WHJB, Greensburg — *Transmitter Location:* Greensburg. *Make:* Composite. *Towers:* 2 Blaw-Knox, 103 ft. *Speech Input:* Composite. *Microphones:* WE.

WHP, Harrisburg — *Transmitter Location:* Swatara Township, Pa. *Make:* Collins. *Towers:* Two, 325 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WKBO, Harrisburg — *Transmitter Location:* Harrisburg. *Make:* Composite. *Towers:* 2 Blaw-Knox, 165 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WAZL, Hazleton — *Transmitter Location:* Hazleton. *Make:* WE. *Tower:* 1 Lehigh, 165 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WJAC, Johnstown—*Transmitter Location:* Johnstown. *Make:* Composite. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WGAL, Lancaster—*Transmitter Location:* Lancaster. *Make:* Composite. *Tower:* 1 Blaw-Knox, 170 ft. *Speech Input:* Composite. *Microphones:* RCA, WE, *Recording Equipment:* Presto.

WKST, New Castle—*Transmitter Location:* Old Pittsburg & Savannah Center Rds. *Make:* RCA. *Tower:* 1 Lehigh, 218 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WKPA, New Kensington — *Transmitter Location:* Glassmere Heights, East Dear Township, Pa. *Make:* RCA. *Tower:* 1 Blaw-Knox, 225 ft. *Speech Input:* RCA. *Microphones:* RCA.

KYW, Philadelphia—*Transmitter Location:* Whitemarsh, Pa. *Make:* Westinghouse. *Towers:* Four, 250 ft. *Speech Input:* Westinghouse. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild, Presto.

WCAU, Philadelphia—*Transmitter Location:* Newtown Square, Pa. *Make:* RCA. *Tower:* 1 Blaw-Knox, 407 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WDAS, Philadelphia—*Transmitter Location:* Woodside Park. *Make:* RCA. *Tower:* 1 Blaw-Knox, 157 ft. *Speech Input:* RCA. *Microphones:* RCA, GE.

WFIL, Philadelphia—*Transmitter Location:* 63rd and Passyunk Ave. *Make:* RCA. *Tower:* 1 Blaw-Knox, 329 ft. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WHAT, Philadelphia—*Transmitter Location:* 39th and Chesnut Sts. *Make:* WE. *Towers:* Two, 235 ft. *Speech Input:* WE. *Microphones:* WE.

WIP, Philadelphia—*Transmitter Location:* Bellmawr, N. J. *Make:* WE. *Towers:* 2 Lehigh, 275 ft. *Speech Input:* WE, RCA. *Microphones:* WE.

WPEN, Philadelphia—*Transmitter Location:* 72nd and Race Sts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 236 ft. *Speech Input:* RCA. *Microphone:* RCA.

WTEL, Philadelphia—*Transmitter Location:* Rowlandville, Philadelphia. *Make:* Composite. *Tower:* 1 Lehigh, 181 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

WIBG, Philadelphia (Glenside)—*Transmitter Location:* Hillcrest, Cheltenham Township, Pa. *Make:* WE. *Tower:* 1, 255 ft. *Speech Input:* WE. *Microphones:* RCA.

KDKA, Pittsburgh—*Transmitter Location:* Allison Park, Pa. *Make:* Westinghouse. *Tower:* 1 Truscon, 718 ft. *Speech Input:* Westinghouse. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KQV, Pittsburgh—*Transmitter Location:* Greentree, Pittsburgh. *Make:* WE. *Towers:* 2 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WCAE, Pittsburgh—*Transmitter Location:* Baldwin Township, Pa. *Make:* RCA, WE. *Towers:* 2, 336 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild, Proctor.

WJAS, Pittsburgh—*Transmitter Location:* Greentree, Pittsburgh. *Make:* WE. *Towers:* 2 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WWSW, Pittsburgh—*Transmitter Location:* North Side, Pittsburgh. *Make:* RCA. *Tower:* 1 Lingo, 350 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WEEU, Reading—*Transmitter Location:* Spring Township, Pa. *Make:* RCA. *Towers:* Two, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WRAW, Reading—*Transmitter Location:* Pomeroy Bldg. *Make:* RCA. *Tower:* One, 160 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WARM, Scranton—*Transmitter Location:* Dunmore, Pa. *Make:* RCA. *Tower:* 1 Lehigh, 175 ft. *Speech Input:* RCA. *Microphones:* RCA.

WGBI, Scranton—*Transmitter Location:* Dunmore, Pa. *Make:* Composite. *Tower:* 1 Lehigh, 270 ft. *Speech Input:* Composite. *Microphones:* WE.

WPIC, Sharon—*Transmitter Location:* Pine Hollow Blvd. *Make:* WE. *Tower:* 1 Blaw-Knox, 230 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WKOK, Sunbury—*Make:* WE. *Tower:* 1, 153 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

WMBS, Uniontown—*Transmitter Location:* Burgess Field, Old Fairchange Road. *Make:* Collins, RCA. *Towers:* 2 Blaw-Knox, 310 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WBAX, Wilkes-Barre—*Transmitter Location:* Plains Township, Pa. *Make:* WE. *Towers:* 2, 160 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WBRE, Wilkes-Barre—*Transmitter Location:* Kingston, Pa. *Make:* RCA. *Tower:* 1 Lehigh, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WRAK, Williamsport—*Transmitter Location:* 1561 W. Fourth St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 204 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Federal.

WORK, York—*Transmitter Location:* West Manchester Township, Pa. *Towers:* 3 Blaw-Knox, 154 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

RHODE ISLAND

WEAN, Providence—*Transmitter Location:* Roger Williams Ave., E. Providence. *Make:* WE. *Towers:* 2 Blaw-Knox, 325 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

WPRO, Providence—*Transmitter Location:* Wampanoag Trail, E. Providence. *Make:* RCA. *Towers:* 2 Blaw-Knox, 400 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WJAR, Providence—*Transmitter Location:* Wampanoag Trail, E. Providence. *Make:* WE. *Towers:* 2 Blaw-Knox, 400 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

SOUTH CAROLINA

WAIM, Anderson—*Transmitter Location:* Anderson. *Make:* WE. *Tower:* 1 Blaw-Knox, 224 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WCSC, Charleston—*Transmitter Location:* St. Andrews Farm, Charleston. *Make:* WE. *Tower:* 1 Truscon, 216 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WTMA, Charleston—*Transmitter Location:* Wagener Terrace. *Make:* RCA. *Tower:* 1 Blaw-Knox, 150 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WCOS, Columbia—*Transmitter Location:* 200 Senate St. *Make:* RCA. *Tower:* 1 Wincharger, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WIS, Columbia—*Transmitter Location:* Bluff Road. *Make:* WE. *Towers:* 2 Truscon, 360 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WOLS, Florence—*Transmitter Location:* Florence. *Make:* Composite. *Tower:* 1 Composite, 150 ft. *Speech Input:* Gates. *Microphones:* RCA. *Recording Equipment:* Presto.

WFBC, Greenville—*Transmitter Location:* Gantt Station. *Make* RCA. *Towers:* 2 Truscon, 376 and 202 ft. *Speech Input:* RCA. *Microphones:* RCA.

WMRC, Greenville—*Transmitter Location:* Box 1499. *Make:* RCA. *Tower:* 1 Wincharger, 150 ft. *Speech Input:* Gates. *Microphones:* RCA, American.

WORD, Spartanburg—*Transmitter Location:* Drayton, S. C. *Make:* Collins. *Tower:* 1, 285 ft. *Speech Input:* Collins. *Microphones:* RCA.

WSPA, Spartanburg—*Transmitter Location:* Drayton, S. C. *Make:* Collins. *Tower:* 1, 285 ft. *Speech Input:* Collins. *Microphones:* RCA.

WFIG, Sumter—*Transmitter Location:* 1 mile east of Sumter on Highway No. 76. *Make* RCA. *Tower:* 1 Wincharger, 110 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

SOUTH DAKOTA

KABR, Aberdeen—*Transmitter Location:* 4 miles northwest of Aberdeen. *Make:* WE. *Towers:* 2 Blaw-Knox, 1 Wincharger. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KFDY, Brookings—*Transmitter Location:* Brookings. *Make:* Composite. *Towers:* 2, 102 ft. *Speech Input:* Gates. *Microphones:* RCA. *Recording Equipment:* Presto, Universal.

KOBH, Rapid City—*Transmitter Location:* Rapid City. *Make:* RCA. *Tower:* 1 Truscon, 174 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KELO, Sioux Falls—*Transmitter Location:* 4 miles west of Sioux Falls. *Make:* Composite. *Tower:* One, 216 ft. *Speech Input:* RCA. *Microphones:* RCA.

KSOO, Sioux Falls—*Transmitter Location:* Sioux Falls. *Make:* Composite. *Tower:* One, 234 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KUSD, Vermillion—*Transmitter Location:* Vermillion. *Make:* Composite. *Speech Input:* Composite. *Microphones:* RCA.

KWAT, Watertown—*Transmitter Location:* ½ mile south of Watertown. *Make:* Collins. *Tower:* 1 Wincharger, 215 ft. *Speech Input:* Composite. *Microphones:* RCA, Brush.

WNAX, Yankton—*Transmitter Location:* Yankton. *Make:* WE. *Tower:* 1 Blaw-Knox, 475 ft. *Speech Input:* WE. *Recording Equipment:* Fairchild.

TENNESSEE

WOPI, Bristol—*Transmitter Location:* Bristol. *Make:* RCA. *Tower:* 1 Wincharger, 223 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WAPO, Chattanooga—*Transmitter Location:* Rossville Blvd. *Make:* Collins. *Tower:* 1 Lehigh, 203 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA.

WDEF, Chattanooga—*Transmitter Location:* Volunteer Life Bldg. *Make:* RCA. *Tower:* 1 Wincharger, 180 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WDOD, Chattanooga—*Transmitter Location:* Chattanooga. *Tower:* One, 325 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WHUB, Cookeville—*Transmitter Location:* Cookeville. *Make:* RCA. *Tower:* 1 Wincharger, 180 ft. *Speech Input:* RCA. *Microphones:* RCA.

WTJS, Jackson—*Transmitter Location:* 2 miles south of Jackson. *Make:* RCA. *Tower:* 1 Truscon, 189 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA, Presto.

WJHL, Johnson City—*Transmitter Location:* Johnson City. *Make:* RCA. *Towers:* 3 Wincharger, 250 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WKPT, Kingsport—*Transmitter Location:* Kingsport. *Make:* WE. *Tower:* 1 Truscon, 364 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WBIR, Knoxville—*Transmitter Location:* Wilder Place. *Make:* RCA. *Tower:* 1 Wincharger, 180 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WNOX, Knoxville—*Transmitter Location:* Anderson Rd., near Beverly, Tenn. *Make:* WE. *Tower:* 1 International Derrick, 475 ft. *Speech Input:* RCA. *Microphones:* RCA.

WROL, Knoxville—*Transmitter Location:* Knoxville. *Make:* Composite. *Tower:* 1 Wincharger, 180 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WHBQ, Memphis—*Transmitter Location:* Memphis. *Make:* RCA. *Tower:* One, 175 ft. *Speech Input:* RCA. *Microphones:* WE. *Recording Equipment:* RCA.

WMC, Memphis—*Transmitter Location:* Five Points, Tenn. *Make:* WE. *Towers:* 2 Blaw-Knox, 611 & 315 ft. *Speech Input:* RCA, WE. *Microphones:* RCA. WE. *Recording Equipment:* RCA, Presto.

WMPS, Memphis—*Transmitter Location:* 1690 S. Lauderdale St. *Make:* Composite. *Tower:* 1 International Derrick, 175 ft. *Speech Input:* RCA. *Microphones:* RCA. WE. *Recording Equipment:* Fairchild. RCA.

WLAC, Nashville—*Transmitter Location:* Murfreesboro Road. *Make:* WE. *Towers:* Two, 200 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WSIX, Nashville—*Transmitter Location:* 301 Boscobel St. *Make:* RCA. *Tower:* 1 Truscon, 196 ft. *Speech Input:* RCA. Collins. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

WSM, Nashville—*Transmitter Location:* Franklin, Tenn. *Make:* RCA. *Tower:* 1 Blaw-Knox, 878 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

TEXAS

KRBC, Abilene—*Transmitter Location:* Box 323. *Make:* RCA. *Tower:* 1 International Derrick, 180 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KFDA, Amarillo—*Transmitter Location:* 109 E. Fifth. *Make:* RCA. *Tower:* One. 182 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KGNC, Amarillo—*Transmitter Location:* Box 751. *Make:* Composite. *Tower:* 1 Truscon, 362 ft. *Speech Input:* WE. *Recording Equipment:* RCA.

XUM

KNOW, Austin—*Transmitter Location:* Austin. *Make:* RCA. *Tower:* 1 Blaw-Knox, 150 ft. *Speech Input:* WE. *Microphones:* RCA. WE. *Recording Equipment:* RCA.

KTBC, Austin—*Transmitter Location:* Box 717. *Make:* Composite. *Tower:* One, 198 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KFDM, Beaumont—*Transmitter Location:* Doucette & Grove Sts. *Make:* WE. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* WE, RCA. *Microphones:* WE. *Recording Equipment:* RCA.

KRIC, Beaumont—*Transmitter Location:* 130 Wall St. *Make:* WE. *Tower:* 1 International Derrick, 154 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

KBST, Big Spring—*Transmitter Location:* Big Spring. *Make:* RCA. *Tower:* 1 International Derrick, 175 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KNEL, Brady—*Transmitter Location:* Brady. *Make:* Doolittle & Falknor. *Tower:* One, 164 ft. *Speech Input:* Gates. *Microphones:* Amperite.

KGFI, Brownsville—*Transmitter Location:* Brownsville. *Make:* RCA. *Tower:* One, 167 ft. *Speech Input:* RCA. *Microphones:* RCA, Astatic, Shure. *Recording Equipment:* Bell.

WTAW, College Station—*Transmitter Location:* College Station. *Make:* Composite. *Tower:* 1 Truscon, 220 ft. *Speech Input:* Composite. *Microphones:* RCA, WE, Shure. *Recording Equipment:* Fairchild.

KRLD, Dallas—*Transmitter Location;* Garland, Tex. *Make:* WE. *Towers:* 2 Blaw-Knox, 475 ft. *Speech Input:* WE. *Microphones:* WE.

WFAA, Dallas—*Transmitter Location:* Grapevine, Tex. *Make:* RCA. *Tower:* 1 Truscon, 653 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Universal, RCA.

WRR, Dallas—*Transmitter Location:* Dallas. *Make:* WE. *Tower:* 1 Blaw-Knox, 231 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* RCA.

KDNT, Denton—*Transmitter Location:* Denton. *Make:* Composite. *Tower:* One, 165 ft. *Speech Input:* Composite. *Microphones:* Turner, Shure. *Recording Equipment:* RCA.

KFPL, Dublin—*Transmitter Location:* Dublin. *Make:* Composite. *Tower:* One, 187 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Bogen.

KROD, El Paso—*Transmitter Location:* South Hammett Blvd. *Make:* RCA. *Tower:* 1 Truscon, 328 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KTSM, El Paso—*Transmitter Location:* El Paso. *Make:* RCA. *Tower:* 1 Truscon, 315 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Presto.

KFJZ, Fort Worth—*Transmitter Location:* Birdville, Tex. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

KGKO, Fort Worth—*Transmitter Location:* Arlington, Tex. *Make:* RCA. *Towers:* 2 Blaw-Knox, 340 ft. *Speech Input:* RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WBAP, Fort Worth—*Transmitter Location:* Grapevine, Tex. *Make:* RCA. *Tower:* 1 Truscon, 653 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KLUF, Galveston—*Transmitter Location:* Box 562. *Make:* RCA. *Tower:* 1 Lehigh, 182 ft. *Speech Input:* RCA. *Microphones:* RCA.

KPRC, Houston—*Transmitter Location:* Deepwater, Tex. *Make:* RCA. *Tower:* 1 Truscon, 376 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

KTRH, Houston—*Transmitter Location:* Deepwater, Tex. *Make:* RCA. *Tower:* 1 Truscon, 375 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment.* Fairchild.

KSAM, Huntsville—*Transmitter Location:* Box 312. *Make:* Composite. *Tower:* 1 Lingo, 150 ft. *Speech Input:* Composite. *Microphones:* RCA, Astatic.

KOCA, Kilgore—*Transmitter Location:* Ross & Martin Sts. *Make;* Collins. *Tower:* One, 187 ft. *Speech Input:* Collins.

KPAB, Laredo—*Transmitter Location:* 300 Block Loring Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 154 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

KFRO, Longview—*Transmitter Location:* Longview. *Make:* RCA. *Towers:* 3 Wincharger, 175 ft. *Speech Input:* RCA. *Microphones:* RCA.

KFYO, Lubbock—*Make:* RCA. *Tower:* 1 Lehigh, 154 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* RCA.

KRBA, Lufkin—*Transmitter Location:* Lufkin. *Make:* Collins. *Tower:* One, 178 ft. *Speech Input:* Collins. *Microphones:* RCA.

KRLH, Midland—*Transmitter Location:* Midland. *Make:* Gates American. *Tower:* 1 International Derrick, 254 ft. *Speech Input:* Gates. *Microphones:* American, Shure, Astatic. *Recording Equipment:* RCA.

KNET, Palestine—*Transmitter Location:* Strickland Park. *Make:* Composite. *Tower:* One, 175 ft. *Speech Input:* Composite. *Microphones:* Shure, Turner.

KPDN, Pampa—*Transmitter Location:* Pampa. *Make:* RCA. *Tower:* 1 Lehigh, 176 ft. *Speech Input:* Composite. *Microphones:* Amperite, WE. *Recording Equipment:* Presto.

KPLT, Paris—*Transmitter Location:* South of Paris. *Make:* RCA. *Tower:* 1 International Derrick, 165 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KIUN, Pecos—*Transmitter Location:* North of Pecos. *Make:* RCA. *Tower:* One, 168 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KPAC, Port Arthur—*Transmitter Location:* 1500 Proctor St. *Make:* RCA. *Towers:* 2 Blaw-Knox, 210 ft. *Speech Input:* WE. *Mcirophones:* WE. *Recording Equipment:* Fairchild.

KGKL, San Angelo—*Transmitter Location:* San Angelo. *Make:* Composite. *Tower:* One, 170 ft. *Speech Input:* RCA. *Microphones:* WE. *Recording Equipment:* RCA.

KABC, San Antonio—*Transmitter Location:* 811 E. Myrtle. *Make:* WE. *Tower:* 1 Lingo, 193 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KONO, San Antonio—*Transmitter Location:* 317 Arden Grove. *Make:* Composite. *Tower:* 1 Lehigh, 160 ft. *Speech Input:* WE, RCA. *Microphones:* RCA.

KTSA, San Antonio—*Transmitter Location:* 5 miles east of San Antonio. *Make:* WE. *Towers:* 2 International Derrick, 200 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Fairchild.

WOAI, San Antonio—*Transmitter Location:* Selma, Tex. *Make:* RCA. *Tower:* 1 Truscon, 435 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Universal.

KRRV, Sherman—*Transmitter Location:* Sherman-Denison Highway. *Make:* WE. *Towers:* 2 Lehigh, 280 ft. *Speech Input:* WE. *Microphones:* WE.

KTEM, Temple—*Transmitter Location:* Temple. *Make:* RCA. *Tower:* 1 Lehigh, 174 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KCMC, Texarkana—*Transmitter Location:* Texarkana. *Make:* WE. *Tower:* 1 Blaw-Knox, 195 ft. *Speech Input:* Composite. *Microphones:* RCA.

KGKB, Tyler—*Transmitter Location:* 2 miles north of Tyler. *Make:* RCA. *Tower:* One, 170 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KVWC, Vernon—*Transmitter Location:* 124 E. Willbarger. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* RCA.

WACO, Waco—*Transmitter Location:* Waco. *Make:* RCA. *Tower:* 1 Blaw-Knox, 174 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KRGV, Weslaco—*Transmitter Location:* Weslaco. *Make:* Composite. *Tower:* One, 210 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* RCA.

KWFT, Wichita Falls—*Transmitter Location:* 3½ miles west of Wichita Falls. *Make:* RCA. *Towers:* 2 Lehigh, 400 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

UTAH

KSUB, Cedar City—*Transmitter Location:* Cedar City. *Make:* Composite. *Tower:* One, 150 ft. *Speech Input:* Composite. *Microphones:* Turner.

KVNU, Logan—*Transmitter Location:* Logan. *Make:* Composite. *Tower:* One, 191 ft. *Speech Input:* Gates. *Microphones:* American, RCA, WE.

KLO, Ogden — *Transmitter Location:* Kanesville, Utah. *Make:* Composite. *Towers:* 2 Blaw-Knox, 215 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Universal.

KEUB, Price—*Transmitter Location:* Price. *Make:* Composite. *Tower:* One, 172 ft. *Speech Input:* Composite. *Microphones:* RCA, Shure.

KOVO, Provo—*Transmitter Location:* Provo. *Make:* Composite. *Tower:* 1 Wincharger, 160 ft. *Speech Input:* Composite. *Microphones:* Shure.

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Plug-in electrolytics and paper (wax-filled and oil-filled), with octal base, for jiffy removal, testing, replacement. Intended for communication equipment wherein continuity of service is prime essential.

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UTAH—(Continued)

KDYL, Salt Lake City—*Transmitter Location:* Salt Lake City. *Make:* RCA. *Tower:* 1 Blaw-Knox, 405 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KSL, Salt Lake City—*Transmitter Location:* Saltair, Utah. *Make:* WE. *Tower:* 1 Blaw-Knox, 455 ft. *Speech Input:* Collins. *Microphones:* WE, RCA. *Recording Equipment:* Presto, Radiotone.

KUTA, Salt Lake City—*Transmitter Location:* 1324 S. Third St., W. *Make:* Composite. *Tower:* One, 167 ft. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

VERMONT

WCAX, Burlington—*Transmitter Location:* Burlington. *Make:* RCA. *Tower:* 1 Truscon, 250 ft. *Speech Input:* RCA. *Microphones:* RCA.

WSYB, Rutland—*Transmitter Location:* Rutland. *Make:* RCA. *Tower:* 1 Wincharger, 165 ft. *Microphones:* Shure, Turner.

WDEV, Waterbury—*Transmitter Location:* Waterbury. *Make:* RCA. *Tower:* 1 Blaw-Knox, 435 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Fairchild.

VIRGINIA

WCHV, Charlottesville—*Transmitter Location:* Richmond Road. *Make:* Composite. *Tower:* One, 180 ft. *Speech Input:* RCA. *Microphones* RCA, Shure, WE. *Recording Equipment:* RCA.

WBTM, Danville—*Transmitter Location:* Danville. *Make:* Composite. *Tower:* One, 30 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment* Presto.

WFVA, Fredericksburg—*Transmitter Location:* Stafford County, Va. *Make:* WE. *Tower:* One Blaw-Knox, 210 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

WSVA, Harrisonburg—*Transmitter Location:* Box 218, RFD 1. *Make:* Composite. *Tower:* One Truscon, 185 ft. *Speech Input:* Composite. *Microphones:* Amperite, RCA.

WLVA, Lynchburg—*Transmitter Location:* Lynchburg. *Make:* Composite. *Tower:* One, Blaw-Knox, 174 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WMVA, Martinsville—*Transmitter Location:* Roxy Theatre Bldg. *Tower:* One, 175 ft. *Microphones:* RCA. *Recording Equipment:* Presto.

WGH, Newport News—*Transmitter Location:* Newport News. *Make:* RCA. *Tower:* One, International Derrick, 186 ft. *Speech Input:* RCA. *Microphone:* RCA. *Recording Equipment:* RCA.

WTAR, Norfolk—*Transmitter Location:* Glen Rock, Princess Anne County, Va. *Make:* RCA. *Towers:* 3 Lingo. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WPID, Petersburg—*Transmitter Location:* Talley Farm, Colonial Heights, Va. *Make:* RCA. *Tower:* One Lingo, 196 ft. *Speech Input:* RCA. *Microphones:* RCA.

WMBG, Richmond—*Transmitter Location:* Staples Mill Road. *Make:* RCA. *Towers:* Two Lehigh, 215 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WRNL, Richmond—*Transmitter Location:* Wilkinson Rd., Henrico County. *Make:* WE. *Towers:* Two Blaw-Knox, 278 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto, Fairchild.

WRVA, Richmond—*Transmitter Location:* Edgworth, RFD 5. *Make:* WE. *Towers:* Two Blaw-Knox, 470 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Universal.

WDBJ, Roanoke—*Transmitter Location:* Colonial Heights, Roanoke. *Make:* RCA. *Towers:* One Blaw-Knox, 312 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WSLS, Roanoke—*Transmitter Location:* Shenandoah Life Bldg. *Make:* WE. *Tower:* One Lingo, 165 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

WLPM, Suffolk—*Transmitter Location:* Northwest of Suffolk. *Make:* Collins. *Tower:* One, 177 ft. *Speech Input:* Collins. *Microphones:* RCA.

WASHINGTON

KXRO, Aberdeen—*Transmitter Location:* Finch Farms, Aberdeen. *Make:* WE. *Tower:* One Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KVOS, Bellingham—*Transmitter Location:* Bellingham. *Make:* Composite. *Tower:* One, 185 ft. *Speech Input:* Composite. *Recording Equipment:* Presto.

KELA, Centralia—*Transmitter Location:* Between Centralia & Chehalis, Wash. *Make:* WE. *Tower:* One, 193 ft. *Speech Input:* WE. *Microphones:* RCA, WE, Shure, American. *Recording Equipment:* RCA.

KEVR, Everett—*Transmitter Location:* 2814 Rucker Ave. *Make:* WE. *Towers:* Two, 80 ft. *Speech Input:* Composite. *Microphones:* WE, RCA, American. *Recording Equipment:* Composite.

KWLK, Longview—*Transmitter Location:* Ocean Beach Highway. *Make:* RCA. *Tower:* 1 Blaw-Knox, 248 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KGY, Olympia—*Transmitter Location:* Olympia. *Make:* WE. *Towers:* 2 Wincharger, 85 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KWSC, Pullman—*Transmitter Location:* Pullman. *Make:* Composite. *Tower:* One, 224 ft. *Speech Input:* Composite. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KIRO, Seattle—*Transmitter Location:* Vashon Maury Island, Chautaugua, Wash. *Make:* WE. *Towers:* 2 Lehigh, 524 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KJR, Seattle—*Transmitter Location* 2600 26th Ave., S. W. *Make:* RCA. *Tower:* 1 Truscon, 570 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KOL, Seattle—*Transmitter Location:* 1110 W. Florida. *Make:* Composite. *Tower:* 1 International Derrick, 370 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Universal.

KOMO, Seattle—*Transmitter Location:* 2600 26th Ave., S. W. *Make:* RCA. *Tower:* 1 Truscon, 570 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KRSC, Seattle—*Transmitter Location:* 2939 Fourth Ave., S. *Make:* RCA. *Tower:* 1 Truscon, 218 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KXA, Seattle—*Transmitter Location:* 1519 South Alaskan Way. *Make:* Composite. *Tower:* One, 325 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

KFIO, Spokane—*Transmitter Location:* 526 Riverside Ave. *Make:* Composite. *Towers:* Two, 178 & 143 ft. *Speech Input:* Collins.

KFPY, Spokane—*Transmitter Location:* Spokane. *Make:* WE. *Tower:* 1 Truscon, 470 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

KGA, Spokane—*Transmitter Location:* Lidgerwood & Rowan Sts. *Make:* Composite. *Tower:* One, 225 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KHQ, Spokane—*Transmitter Location:* 41st & Regal Sts. *Make:* WE. *Tower:* One, 828 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KMO, Tacoma—*Transmitter Location:* Colonial Gardens District, Fife, Wash. *Make:* WE. *Tower:* 1 Blaw-Knox, 197 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

KVI, Tacoma—*Transmitter Location:* Ellisport, Vashon Island, Wash. *Make:* WE. *Tower:* 1 Truscon, 444 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* WE.

KUJ, Walla Walla—*Transmitter Location:* Walla Walla. *Make:* RCA. *Tower:* 1 Wincharger, 195 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

KPQ, Wenatchee—*Transmitter Location:* North End Miller St. *Make:* WE. *Tower:* 1 Truscon, 189 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

KIT, Yakima—*Transmitter Location:* Union Gap. *Make:* WE. *Tower:* 1 Lehigh, 195 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WEST VIRGINIA

WJLS, Beckley—*Transmitter Location:* Maxwell Hill, Teel Road. *Make:* Composite. *Tower:* 1 Wincharger, 195 ft. *Speech Input:* Collins: *Microphones:* RCA, WE.

WHIS, Bluefield—*Transmitter Location:* Bluefield. *Make:* Collins. *Tower:* 1 Blaw-Knox, 181 ft. *Speech Input:* RCA. *Microphones:* WE. *Recording Equipment:* Presto.

WGKV, Charleston—*Transmitter Location:* Box 1511. *Make:* Collins. *Tower:* 1 Lingo, 160 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA.

WCHS, Charleston—*Transmitter Location:* 415 Kanawha Country Club Rd., S. Charleston. *Make:* Collins: *Towers:* 3 Lehigh, 325 ft. *Speech Input:* Collins. *Microphones:* RCA, We. *Recording Equipment:* Presto.

WBLK, Clarksburg—*Transmitter Location:* Clarksburg. *Make:* Collins. *Tower:* 1 Lehigh, 239 ft. *Speech Input:* Collins. *Microphones:* RCA, WE.

WMMN, Fairmont—*Transmitter Location:* Monongah, W. Va. *Make:* WE. *Tower:* 1 International Derrick, 275 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Presto.

WSAZ, Huntington—*Transmitter Location:* Pleasant Heights. *Make:* WE. *Tower:* 1 Blaw-Knox, 204 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WLOG, Logan—*Transmitter Location:* Logan. *Make:* WE. *Tower:* 1 Blaw-Knox, 150 ft. *Speech Input,* WE. *Microphones:* WE. *Recording Equipment:* RCA.

WAJR, Morgantown—*Make:* RCA. *Tower:* 1 Lingo, 203 ft. *Speech Input:* RCA. *Microphones:* RCA.

WPAR, Parkersburg—*Transmitter Location:* Gihon Road. *Make:* Composite. *Tower:* 1 International Stacy, 179 ft. *Speech Input:* Collins. *Microphones:* RCA, WE, Amperite, American.

WBRW, Welch—*Transmitter Location:* Box 313. *Make:* Gates American. *Tower:* One, 182 ft. *Speech Input:* Gates American. *Microphones:* RCA.

WWVA, Wheeling—*Transmitter Location:* Hawley Bldg. *Make:* Composite. *Tower:* 1 Blaw-Knox, 280 ft. *Speech Input:* WE. *Microphones:* WE. *Recording Equipment:* Fairchild.

WBTH, Williamson—*Transmitter Location:* Williamson. *Make:* Collins. *Tower:* 1 Lingo, 180 ft. *Speech Input:* Collins. *Microphones:* RCA.

WISCONSIN

WHBY, Appleton—*Transmitter Location:* DePere, Wis. *Make:* RCA. *Tower:* 1 Truscon, 205 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WATW, Ashland—*Transmitter Location:* Ashland. *Make:* Gates American. *Tower:* 1 Lehigh, 175 ft. *Speech Input:* Gates American. *Microphones:* WE.

WEAU, Eau Claire—*Transmitter Location:* 23rd St. & Crescent Ave. *Make:* Composite. *Tower:* One, 250 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

KFIZ, Fon du Lac—*Make:* WE. *Towers:* Two, 40 ft. *Speech Input:* Collins. *Microphones:* WE, Remler.

WTAQ, Green Bay—*Transmitter Location:* DePere, Wis. *Make:* RCA. *Towers:* 4 Truscon, 190 ft. *Speech Input:* Collins. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WCLO, Janesville—*Transmitter Location:* 1436 S. Oakhill Ave. *Make:* WE. *Tower:* 1 Truscon, 260 ft. *Speech Input:* RCA, Collins. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

WKBH, La Crosse—*Transmitter Location:* Mormon Coulee Road. *Make:* WE. *Tower:* 1 Blaw-Knox, 279 ft. *Speech Input:* WE. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WIBA, Madison—*Transmitter Location:* Madison. *Make:* RCA. *Towers:* 2 Truscon, 200 ft.; 1 Truscon, 450 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* Fairchild.

WOMT, Manitowoc—*Transmitter Location:* 1110 Washington St. *Make:* Composite. *Tower:* 1 Harrell, 200 ft. *Speech Input:* Composite. *Microphones:* RCA.

WMAM, Marinette—*Transmitter Location:* 400 Wells St. *Make:* RCA. *Tower:* 1 Harrell, 313 ft. *Speech Input:* RCA. *Microphones:* RCA.

XUM

WEMP, Milwaukee—*Transmitter Location:* 710 N. Plankinton Ave. *Make:* RCA. *Tower:* 1 Truscon, 175 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WISN, Milwaukee—*Transmitter Location:* 231 W. Michigan St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 254 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

WTMJ, Milwaukee—*Transmitter Location:* Waukesha, Wis. *Make:* WE. *Tower:* 1 Blaw-Knox, 400 ft. *Speech Input:* RCA. *Microphones:* WE. *Recording Equipment:* Fairchild.

WIBU, Poynette—*Transmitter Location:* Poynette. *Make:* Collins. *Tower:* One, 185 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

WRJN, Racine—*Transmitter Location:* Mount Pleasant. *Make:* RCA. *Tower:* One, 182 ft. *Speech Input:* Composite. *Microphones:* WE, Brush. *Recording Equipment:* Composite.

WJMC, Rice Lake—*Transmitter Location:* 1615 S. Main. *Make:* RCA. *Tower:* 1 Blaw-Knox, 198 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

WHBL, Sheboygan — *Transmitter Location:* 1½ miles south of Sheboygan. *Make:* RCA. *Tower:* 1 Truscon, 286 ft. *Speech Input:* RCA. *Microphones:* RCA, WE, Brush. *Recording Equipment:* Radiotone.

WLBL, Stevens Point—*Transmitter Location:* Auburndale, Wis. *Make:* Composite. *Tower:* One, 455 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WSAU, Wausau—*Transmitter Location:* 125 Third St. *Make:* Composite. *Tower:* 1 Harrell, 178 ft. *Speech Input:* Composite. *Microphones:* WE. Recording *Equipment:* Radiotone.

WFHR, Wisconsin Rapids—*Transmitter Location:* 1500 Bonow Ave. *Make:* Collins. *Tower:* 1 Wincharger, 160 ft. *Speech Input:* RCA. *Microphones:* RCA.

WYOMING

KDFN, Caspar—*Transmitter Location:* Box 930. *Make:* Composite. *Tower:* One, 297 ft. *Microphones:* RCA.

KFBC, Cheyenne—*Transmitter Location:* Third & Evans Sts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 150 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KYAN, Cheyenne—*Transmitter Location:* 1500 E. Fifth St. *Make:* RCA. *Tower:* 1 Wincharger, 180 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

KVRS, Rock Springs—*Transmitter Location:* 1307 Wyoming St. *Make:* Collins. *Tower:* 1 Hoke, 186 ft. *Speech Input:* Collins. *Microphones:* RCA, WE.

KWYO, Sheridan—*Transmitter Location:* Park Drive & O'Marr. *Make:* Doolittle & Falknor. *Tower:* 1 Truscon, 186 ft. *Speech Input:* Composite. *Microphones:* RCA. *Recording Equipment:* Presto.

U. S. POSSESSIONS

KFQD, Anchorage, Alaska—*Transmitter Location:* Anchorage. *Towers:* Two, 120 ft. *Speech Input:* Collins, Gates. *Microphones:* Shure. *Recording Equipment:* Presto.

KGMB, Honolulu, Hawaii—*Transmitter Location:* Kapiolani Blvd. *Make:* RCA. *Tower:* One, 330 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* Presto.

ALBERTA

CFAC, Calgary—*Transmitter Location:* 6 miles east of Calgary. *Make:* Marconi. *Tower:* 1 Lingo, 176 ft. *Speech Input:* RCA, Northern. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Presto.

CFCN, Calgary—*Transmitter Location:* Strathmore, Alta. *Make:* RCA. *Towers:* 2 Blaw-Knox, 175 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

CJCJ, Calgary—*Transmitter Location:* Grandview Heights, East Calgary. *Make:* Northern. *Tower:* One, 100 ft. *Speech Input:* Northern. *Microphones:* RCA, Astatic.

CFRN, Edmonton—*Transmitter Location:* Jasper Highway. *Make:* Marconi. *Tower:* One, 199 ft. *Speech Input:* Marconi. *Microphones:* Shure, RCA. *Recording Equipment:* Presto, Federal.

CJCA, Edmonton—*Transmitter Location:* North Edmonton. *Make:* Marconi. *Towers:* Two, 150 ft. *Speech Input:* Marconi. *Microphones:* RCA, WE, Astatic. *Recording Equipment:* RCA.

CKUA, Edmonton—*Transmitter Location:* Edmonton. *Tower:* One, 97 ft. *Speech Input:* Collins. *Microphones:* RCA, Shure.

CFGP, Grande Prairie—*Transmitter Location:* Grande Prairie. *Make:* Marconi. *Tower:* One, 205 ft. *Speech Input:* Marconi. *Microphones:* RCA. *Recording Equipment:* Presto.

CJOC, Lethbridge—*Transmitter Location:* Fourth Ave., S. *Make:* Marconi. *Speech Input:* RCA. *Microphone:* RCA. *Recording Equipment:* RCA.

BRITISH COLUMBIA

CHWK, Chilliwack—*Transmitter Location:* 16 Wellington Ave. *Make:* Composite. *Towers:* Two, 110 ft. *Speech Input:* Composite. *Microphone:* Astatic.

CFJC, Kamloops—*Transmitter Location:* North Kamloops. *Make:* Composite. *Towers:* Two, 110 ft. *Speech Input:* Composite. *Microphones:* RCA, WE, Shure.

CKOV, Kelowna—*Transmitter Location:* Kelowna. *Make:* Marconi. *Tower:* One, 195 ft. *Speech Input:* Collins. *Microphones:* RCA, GE, Northern. *Recording Equipment:* RCA.

CKLN, Nelson—*Transmitter Location:* 711 Radio Ave. *Make:* Marconi. *Towers:* Two, 200 ft. *Speech Input:* Collins. *Microphone:* RCA.

CJAT, Trial—*Transmitter Location:* Warfield, B. C. *Make:* RCA. *Tower:* One, 272 ft. *Speech Input:* RCA. *Microphone:* RCA. *Recording Equipment:* RCA.

CBR, Vancouver—*Transmitter Location:* Lulu Island. *Make:* WE. *Tower:* One, 400 ft. *Speech Input:* WE. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

CJOR, Vancouver—*Transmitter Location:* Richmond Municipality. *Make:* Northern. *Speech Input:* Northern. *Microphones:* Northern. *Recording Equipment:* Universal.

CKMO, Vancouver—*Transmitter Location:* 500 Cambie St. *Make:* Composite. *Speech Input:* Composite. *Microphones:* WE. *Recording Equipment:* Presto.

CKWX, Vancouver—*Transmitter Location:* Lulu Island. *Make:* Collins. *Tower:* 1 Ajax, 260 ft. *Speech Input:* Composite. *Microphones:* WE, RCA.

MANITOBA

CKX, Manitoba—*Transmitter Location:* Headingly, Man. *Make:* Northern. *Tower:* 1 Blaw-Knox, 219 ft. *Speech Input:* Northern, RCA. *Recording Equipment:* Presto.

CFAR, Flin Flon—*Transmitter Location:* Flin Flon. *Make:* RCA. *Tower:* 1 Wincharger, 120 ft. *Speech Input:* RCA. *Microphone:* Northern.

CJRC, Winnipeg—*Transmitter Location:* Middlechurch, Man. *Make:* Northern. *Tower:* 1 Blaw-Know, 404 ft. *Speech Input:* Northern. *Microphones:* Northern, RCA. *Recording Equipment:* Universal.

NEW BRUNSWICK

CKNB, Campbellton—*Transmitter Location:* Box 840. *Make:* Northern. *Towers:* Two, 200 ft. *Speech Input:* Northern. *Microphones:* Northern.

CFNB, Fredericton—*Transmitter Location:* University of New Brunswick. *Make:* Marconi. *Towers:* Two, 125 ft. *Speech Input:* Marconi. *Microphones:* WE, RCA. *Recording Equipment:* RCA.

CKCW, Moncton—*Transmitter Location:* Harrisville, N. B. *Make:* Northern. *Towers:* Two, 117 ft. *Speech Input:* Northern. *Microphones:* Northern, Gates, RCA. *Recording Equipment:* RCA.

CBA, Sackville—*Transmitter Location:* Sackville. *Make:* RCA. *Tower:* One, 460 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment* RCA.

CHSJ, Saint John—*Transmitter Location:* Coldbrook, N. B. *Make:* Northern. *Tower:* 1 Blaw-Knox, 232 ft. *Speech Input:* Northern. *Microphones:* Northern, RCA. *Recording Equipment:* RCA.

NOVA SCOTIA

CJCB, Sydney — *Transmitter Location:* South Bar, Whitney Pier. *Make:* Marconi. *Towers:* Two, 250 ft. *Speech Input:* Marconi. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

CJLS, Yarmouth—*Transmitter Location:* Main St. *Make:* Northern. *Towers:* Two. *Speech Input:* Northern. *Microphones:* Northern, RCA.

ONTARIO

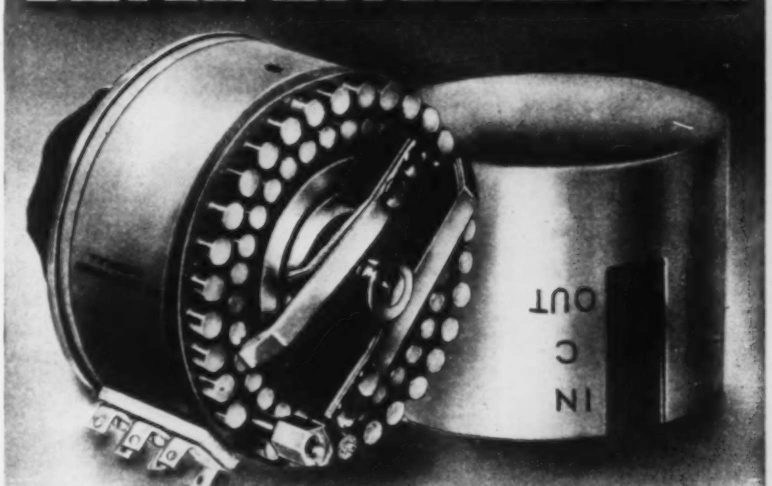
CKPR, Fort William—*Transmitter Location:* Memorial Ave. *Make:* Marconi. *Tower:* 1 Blaw-Knox, 300 ft. *Speech Input:* RCA, Northern. *Microphone:* Northern. *Recording Equipment:* RCA.

CHML, Hamilton—*Transmitter Location:* Saltfleet, Ont. *Make:* Marconi. *Towers:* Two, 100 ft. *Speech Input:* Marconi. *Microphones:* WE, RCA. *Recording Equipment:* Presto.

CKOC, Hamilton—*Transmitter Location:* Cherry Beach, Ont. *Make:* Marconi. *Tower:* 1 Ajax, 147 ft. *Speech Input:* Marconi. *Microphones:* RCA. *Recording Equipment:* RCA.

CKCA, Kenora—*Transmitter Location:* Jaffray Township. *Make:* Marconi. *Tower:* One, 105 ft. *Microphone:* RCA.

CKCR, Kitchener—*Transmitter Location:* Waterloo, Ont. *Make:* Marconi. *Towers:* Two, 100 ft. *Speech Input:* Hammond.



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BROADCAST STATIONS IN UNITED STATES AND CANADA

ONTARIO—(Continued)

CFCH, North Bay—*Transmitter Location:* Capitol Bldg. *Make:* Marconi. *Tower:* One, 80 ft. *Speech Input:* RCA. *Microphones:* RCA.

CBO, Ottawa—*Transmitter Location:* Hawthorne, Ont. *Make:* Northern. *Towers:* Two, 250 ft. *Speech Input:* Northern. *Microphones:* RCA, WE. *Recording Equipment:* Presto, Northern.

CKCO, Ottawa—*Transmitter Location:* Boom Island, Que. *Make:* Northern. *Towers:* Two, 125 ft. *Speech Input:* Northern. *Microphones:* WE. *Recording Equipment:* Allied.

CFOS, Owen Sound—*Transmitter Location:* Sydenham Township: *Make:* WE. *Tower:* One, 180 ft. *Speech Input:* WE. *Microphones:* WE, RCA.

CKTB, St. Catharines—*Transmitter Location:* St. Catharines. *Make:* RCA. *Tower:* 1 Blaw-Knox, 246 ft. *Speech Input:* Gates. *Microphones:* American, RCA.

CJCS, Stratford—*Transmitter Location:* Stratford. *Make:* Composite. *Towers:* Two, 150 ft. *Speech Input:* Composite. *Microphones:* RCA.

CKSO, Sudbury—*Transmitter Location:* Neelon Township. *Make:* Marconi. *Tower:* One, 325 ft. *Speech Input:* Marconi. *Microphones:* RCA, WE.

CKGB, Timmins—*Transmitter Location:* Mountjoy Township. *Make:* RCA. *Tower:* 1 Lingo, 200 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

CBL, Toronto—*Transmitter Location:* Hornby, Ont. *Make:* Northern. *Tower:* One, 650 ft. *Speech Input:* Northern. *Microphones:* RCA, WE. *Recording Equipment:* Northern, RCA, Presto.

CBY, Toronto—*Transmitter Location:* 805 Davenport Road. *Make:* Northern. *Towers:* Two, 150 ft. *Speech Input:* Northern. *Microphones:* RCA, WE. *Recording Equipment:* Presto, RCA.

CFRB, Toronto—*Transmitter Location:* Aurora, Ont. *Make:* Composite. *Towers:* Two, 300 ft. *Speech Input:* Northern. *Microphones:* Northern, RCA. *Recording Equipment:* Presto.

CKCL, Toronto—*Transmitter Location:* Scarboro Junction. *Make:* Marconi, WE. *Towers:* 2 Ajax, 200 ft. *Speech Input:* Marconi. *Microphones:* RCA, WE.

CKNX, Wingham—*Transmitter Location:* Fields Bldg. *Make:* Composite. *Towers:* Two, 60 ft. *Speech Input:* Composite. *Microphones:* RCA, WE.

PRINCE EDWARD ISLAND

CFCY, Charlottetown—*Transmitter Location:* West Royalty, P. E. I. *Make:* Composite. *Towers:* Two, 200 ft. *Speech Input:* Composite. *Microphone:* RCA. *Recording Equipment:* RCA.

QUEBEC

CBJ, Chicoutimi—*Transmitter Location:* Chicoutimi. *Make:* Marconi. *Towers:* Two, 100 ft. *Speech Input:* Marconi. *Microphones:* RCA, WE. *Recording Equipment:* RCA, Fairchild.

CKCH, Hull—*Transmitter Location:* Chelsea Road. *Make:* Marconi. *Tower:* 1 Blaw-Knox, 204 ft. *Speech Input:* Marconi. *Microphones:* RCA, Shure.

CBF, Montreal—*Make:* Northern. *Tower:* One, 585 ft. *Speech Input:* Northern. *Microphones:* WE. *Recording Equipment:* Presto, RCA.

CBM, Montreal—*Make:* RCA. *Tower:* One, 525 ft. *Speech Input:* RCA, Northern. *Microphones:* RCA, Northern. *Recording Equipment:* Presto, RCA.

CFCF, Montreal—*Transmitter Location:* Mount Royal Hotel. *Make:* Marconi. *Towers:* Two, 125 ft. *Speech Input:* Marconi. *Microphones:* RCA, WE. *Recording Equipment:* Presto.

CHLP, Montreal—*Transmitter Location:* 180 St. Catherine St., E. *Make:* Northern. *Towers:* Two, 125 ft. *Speech Input:* Northern. *Microphones:* WE.

CKAC, Montreal—*Transmitter Location:* St. Hyacinthe, Que. *Make:* RCA. *Towers:* Two, 310 ft. *Speech Input:* RCA, WE. *Microphones:* RCA. *Recording Equipment:* Presto.

CHNC, New Carlisle—*Transmitter Location:* New Carlisle. *Make:* Northern. *Tower:* 1 Blaw-Knox, 404 ft. *Speech Input* Northern. *Microphones:* Northern, WE.

CBV, Quebec — *Transmitter Location:* Charlesbourg, Que. *Make:* Marconi, Northern. *Towers:* Two, 208 ft. *Speech Input:* Marconi. *Microphones:* Marconi.

CKCV, Quebec—*Transmitter Location:* Marguerite Bourgeoys Ave. *Make:* Marconi. *Towers:* Two, 150 ft. *Speech Input:* Northern. *Microphones:* Northern.

CJBR, Rimouski—*Transmitter Location:* Rimouski. *Make:* Marconi. *Tower:* 1 Ajax, 197 ft. *Speech Input:* Marconi. *Microphones* Northern. *Recording Equipment:* RCA.

CKRN, Rouyn—*Transmitter Location:* Rouyn. *Make:* Northern. *Towers:* Two, 100 ft. *Speech Input:* Northern. *Microphones: Northern.*

CHGB, Ste. Anne de la Pocatiere—*Transmitter Location*—Ste. Anne de la Pocatiere. *Make:* Marconi. *Tower:* One, 110 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

CHLT, Sherbrooke—*Transmitter Location:* Sherbrooke. *Make:* Marconi. *Tower:* 1 Ajax, 200 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* Presto.

CKVD, Val d'Or—*Transmitter Location:* Val d'Or. *Make:* Marconi. *Speech Input:* RCA. *Microphones:* RCA.

SASKATCHEWAN

CHAB, Moose Jaw—*Transmitter Location:* Boharm, Sask. *Make:* Marconi. *Tower:* 1 Ajax, 200 ft. *Speech Input:* Collins. *Microphones:* RCA. *Recording Equipment:* RCA.

CKBI, Prince Albert—*Transmitter Location:* Prince Albert. *Make:* Northern *Towers:* Two, 120 ft. *Speech Input:* Northern. *Microphones:* Northern. *Recording Equipment:* RCA.

CJRM, Regina—*Transmitter Location:* Pilot Butte, Sask. *Make:* Northern. *Tower:* 1 Blaw-Knox, 404 ft. *Speech Input:* Northern. *Microphone:* Northern.

CKCK, Regina—*Transmitter Location:* Victoria Plains. *Make:* RCA. *Tower:* One, 245 ft. *Speech Input:* RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

CFQC, Saskatoon—*Transmitter Location:* Exhibition Grounds. *Make:* Marconi. *Tower:* 1 Ajax, 200 ft. *Speech Input:* Gates, Marconi, RCA. *Microphones:* RCA. *Recording Equipment:* RCA.

CBK, Watrous — *Transmitter Location:* Watrous. *Make:* RCA. *Tower:* One, 460 ft. *Speech Input:* RCA. *Microphones:* RCA, WE. *Recording Equipment:* RCA.

CJGX, Yorkton—*Transmitter Location:* Yorkton. *Make:* Marconi. *Towers:* Two, 100 ft. *Speech Input:* Marconi. *Microphones:* Northern.

Paul F. Godley

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859

*Experimental Facsimile Broadcast Stations

(Authorized by FCC as of January 1, 1941)
In accordance with Rules 491 and 492

AUTHORIZED TO USE REGULAR BROADCAST BAND

(Midnight to 6 a. m.)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WGN	WGN, Inc. Chicago, Ill.	720	50,000
WHK	United Broadcasting Co. Cleveland, O.	1390	1,000
WLW	The Crosley Corp. Cincinnati, O.	700	50,000
WOR	Bamberger Broadcasting Service Newark, N. J.	710	50,000

SHORTWAVES

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W2XBF	William G. H. Finch New York City	43740	1,000
W2XR	Radio Pictures Inc. Long Island City, N. Y. (WQXR)	43580	500
W2XUP	Bamberger Broadcasting Service New York City (WOR)	25250	100
W2XWE	WOKO, Inc. Albany, N. Y. (WOKO)	25050	500
W4XIH	National Life & Accident Insurance Co. Nashville, Tenn. (WSM)	25250	1,000
†W7XW	Symons Broadcasting Co. Spokane, Wash. (KFPY)	25150	100
W8XA	WBEN, Inc. Buffalo, N. Y. (WBEN)	43700	100
W8XE	United Broadcasting Co. Cleveland, O. (WHK)	43620	100
W8XUF	Sparks-Withington Co. Jackson, Mich.	43900	100
W8XUJ	The Crosley Corp. Cincinnati, O. (WLW)	25025	1,000
W8XUM	WBNS, Inc. Columbus, O. (WBNS)	25200	100
W9XWT	Courier-Journal & Louisville Times Co. N. E. Eastwood, Ky. (WHAS)	25250	500
W9XZY	Pulitzer Publishing Co. St. Louis, Mo. (KSD)	25100	100

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† Construction Permit.

* Companies manufacturing facsimile equipment: Finch Telecommunications Inc., 1819 Broadway, New York City (W. G. H. Finch); Radio Pictures Inc., 730 Fifth Ave., New York City (John V. L. Hogan); International Business Machines Co., Radiotype Division, 95 Madison Ave., New York City (Walter Lemmon); RCA Manufacturing Co., Camden, N. J. (Harold F. Vance).

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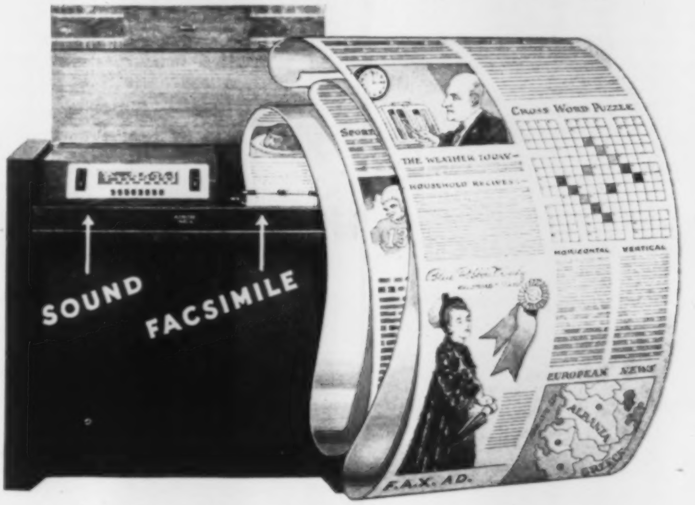

One of several types of instruments for receiving both sound and facsimile programs separately or together over one wave band. Drawing is from typical program of news and features.

Multiplexing via FM, FINCH FACSIMILE broadcasts
PICTURES and TEXT
simultaneously with sound!

Translations of arias about to be sung—
pictures and maps of places being discussed—
photographs of products being advertised—
permanently printed commercials, with memos and coupons

. . . these are some of the things you can now broadcast simultaneously with aural programs—over the same wave band—by FINCH FACSIMILE via FM.

FINCH TELECOMMUNICATIONS, INC.
New York: 1819 Bway.; Washington: 815 15th St.; Plant: Passaic, N. J.

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Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles

(Columns are Interchangeable)

kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc
		1,000	300.0	2,000	150.0	3,000	100.0	4.000	75 00	5,000	60.00	6,000	50.00	7,000	42.86	8,000	37.50	9,000	33.33
10	30,000	1,010	297.0	2,010	149.3	3,010	99.7	4,010	74.81	5,010	59.88	6,010	49.92	7,010	42.80	8,010	37.45	9,010	33.30
20	15,000	1,020	294.1	2,020	148.5	3,020	99.3	4,020	74.63	5,020	59.76	6,020	49.83	7,020	42.74	8,020	37.41	9,020	33.26
30	10,000	1,030	291.3	2,030	147.8	3,030	99.0	4,030	74.44	5,030	59.64	6,030	49.75	7,030	42.67	8,030	37.36	9,030	33.22
40	7,500	1,040	288.5	2,040	147.1	3,040	98.7	4,040	74.26	5,040	59.52	6,040	49.67	7,040	42.61	8,040	37.31	9,040	33.19
50	6,000	1,050	285.7	2.050	146.3	3,050	98.4	4,050	74.07	5,050	59.41	6.050	49.59	7,050	42.55	8,050	37.27	9,050	33.15
60	5,000	1,060	283.0	2,060	145.6	3,060	98.0	4,060	73.89	5,060	59.29	6,060	49.50	7,060	42.49	8,060	37.22	9,060	33.11
70	4,286	1,070	280.4	2,070	144.9	3,070	97.7	4,070	73.71	5,070	59.17	6,070	49.42	7,070	42.43	8,070	37.17	9,070	33.08
80	3,750	1,080	277.8	2,080	144.2	3,080	97.4	4,080	73.53	5,080	59.06	6,080	49.34	7,080	42.37	8,080	37.13	9,080	33.04
90	3,333	1,090	275.2	2,090	143.5	3,090	97.1	4,090	73.35	5,090	58.94	6,090	49.26	7,090	42.31	8,090	37.08	9,090	33.00
100	3,000	1,100	272.7	2,100	142.9	3,100	96.8	4,100	73.17	5,100	58.82	6,100	49.18	7,100	42.25	8,100	37.04	9,100	32.97
110	2,727	1,110	270.3	2,110	142.2	3,110	96.5	4,110	72.99	5,110	58.71	6,110	49.10	7,110	42.19	8,110	36.99	9,110	32.93
120	2,500	1,120	267.9	2,120	141.5	3,120	96.2	4,120	72.82	5,120	58.59	6,120	49.02	7,120	42.13	8,120	36.95	9,120	32.89
130	2,308	1,130	265.5	2,130	140.8	3,130	95.8	4.130	72.64	5,130	58.48	6,130	48.94	7,130	42.08	8,130	36.90	9,130	32.86
140	2,143	1.140	263.2	2,140	140.2	3,140	95.5	4,140	72.46	5,140	58.37	6,140	48.86	7,140	42.02	8,140	36.86	9,140	32.82
150	2,000	1,150	260.9	2,150	139.5	3,150	95.2	4,150	72.29	5,150	58.25	6.150	48.78	7,150	41.96	8,150	36.81	9,150	32.79
160	1,875	1,160	258.6	2,160	138.9	3,160	94.9	4,160	72.12	5,160	58.14	6,160	48.70	7,160	41.90	8,160	36.76	9.160	32.75
170	1,765	1,170	256.4	2,170	138.2	3,170	94.6	4,170	71.94	5,170	58.03	6,170	48.62	7,170	41.84	8,170	36.72	9,170	32.72
180	1,667	1,180	254.2	2,180	137.6	3,180	94.3	4,180	71.77	5,180	57.92	6,180	48.54	7,180	41.78	8,180	36.67	9,180	32.68
190	1,579	1.190	252.1	2,190	137.0	3,190	94.0	4,190	71.60	5,190	57.80	6,190	48.47	7,190	41.72	8,190	36.63	9,190	32.64
200	1,500	1,200	250.0	2,200	136.4	3,200	93.8	4.200	71.43	5,200	57.69	6,200	48.39	7,200	41.67	8.200	36.59	9,200	32.61
210	1,429	1,210	247.9	2,210	135.7	3,210	93.5	4,210	71.26	5,210	57.58	6,210	48.31	7,210	41.61	8,210	36.54	9,210	32.57
220	1,364	1,220	245.9	2,220	135.1	3,220	93.2	4,220	71.09	5,220	57.47	6,220	48.23	7,220	41.55	8,220	36.50	9,220	32.54
230	1,304	1,230	243.9	2,230	134.5	3,230	92.9	4,230	70.92	5,230	57.36	6,230	48.15	7,230	41.49	8,230	36.45	9,230	32.50
240	1,250	1,240	241.9	2,240	133.9	3,240	92.6	4,240	70.75	5,240	57.25	6,240	48.08	7,240	41.44	8,240	36.41	9,240	32.47
250	1,200	1,250	240.0	2,250	133.3	3,250	92.3	4,250	70.59	5,250	57.14	6,250	48.00	7,250	41.38	8.250	36 36	9,250	32.43
260	1,154	1,260	238.1	2,260	132.7	3,260	92.0	4,260	70.42	5,260	57.03	6,260	47.92	7,260	41.32	8,260	36.32	9,260	32.40
270	1,111	1,270	236.2	2,270	132.2	3,270	91.7	4,270	70.26	5,270	56.93	6,270	47.85	7,270	41.27	8,270	36.28	9,270	32.36
280	1,071	1,280	234.4	2,280	131.6	3,280	91.5	4,280	70.09	5,280	56.82	6,280	47.77	7,280	41.21	8,280	36.23	9,280	32.33
290	1,034	1,290	232.6	2,290	131.0	3,290	91.2	4,290	69.93	5,290	56.71	6,290	47.69	7,290	41.15	8,290	36.19	9,290	32.29
300	1,000	1,300	230.8	2,300	130.4	3,300	90.9	4.300	69.77	5,300	56.60	6,300	47.62	7,300	41.10	8,300	36.14	9,300	32.26
310	968	1,310	229.0	2,310	129.9	3,310	90.6	4,310	69.61	5,310	56.50	6,310	47.54	7,310	41.04	8,310	36.10	9,310	32.22
320	938	1,320	227.3	2,320	129.3	3,320	90.4	4,320	69.44	5,320	56.39	6,320	47.47	7,320	40.98	8,320	36.06	9,320	32.19
330	909	1,330	225.6	2,330	128.8	3,330	90.1	4,330	69.28	5,330	56.29	6,330	47 39	7,330	40.93	8,330	36.01	9,330	32.15
340	882	1,340	223.9	2,340	128.2	3,340	89.8	4,340	69.12	5,340	56.18	6,340	47.32	7,340	40.87	8,340	35.97	9,340	32.12
350	857	1,350	222.2	2,350	127.7	3,350	89.6	4,350	68.97	5,350	56.07	6,350	47.24	7,350	40.82	8,350	35.93	9,350	32.09
360	833	1,360	220.6	2,360	127.1	3,360	89.3	4.360	68 81	5,360	55.97	6,360	47.17	7,360	40.76	8,360	35.89	9,360	32.05
370	811	1,370	219.0	2,370	126.6	3,370	89.0	4,370	68.65	5,370	55.87	6,370	47.10	7,370	40.71	8,370	35.84	9,370	32.02
880	789	1,380	217.4	2,380	126.1	3,380	88.8	4,380	68.49	5,380	55.76	6,380	47.02	7,380	40.65	8,380	35.80	9,380	31.98
390	769	1,390	215.8	2,390	125.5	3,390	88.5	4.390	68.34	5,390	55.66	6,390	46.95	7,390	40.60	8,390	35.76	9,390	31.95
400	750	1,400	214.3	2,400	125.0	3,400	88.2	4,400	68.18	5,400	55.56	6,400	46.88	7,400	40.54	8,400	35.71	9,400	31.91
410	732	1,410	212.8	2,410	124.5	3,410	88.0	4,410	68.03	5,410	55.45	6,410	46.80	7,410	40.49	8,410	35.67	9,410	31.88
420	714	1,420	211.3	2,420	124.0	3,420	87.7	4,420	67.87	5,420	55.35	6,420	46.73	7,420	40.43	8,420	35.63	9,420	31.85
430	698	1,430	209.8	2,430	123.5	3,430	87.5	4,430	67.72	5,430	55.25	6,430	46.66	7,430	40.38	8,430	35.59	9,430	31.81
440	682	1,440	208.3	2,440	123.0	3,440	87.2	4,440	67.57	5,440	55.15	6,440	46.58	7,440	40.32	8,440	35.55	9,440	31.78
450	667	1,450	206.9	2,450	122.4	3,450	87.0	4,450	67.42	5,450	55.05	6,450	46.51	7,450	40.27	8,450	35.50	9,450	31.75
460	652	1,460	205.5	2,460	122.0	3,460	86.7	4,460	67.26	5,460	54.95	6,460	46.44	7,460	40.21	8,460	35.46	9,460	31.71
470	638	1,470	204.1	2,470	121.5	3,470	86.5	4,470	67.11	5,470	54 84	6,470	46.37	7,470	40.16	8,470	35.42	9,470	31.68
480	625	1,480	202.7	2,480	121.0	3,480	86.2	4,480	66.96	5,480	54.74	6,480	46.30	7,480	40.11	8,480	35.38	9,480	31.65
490	612	1,490	201.3	2,490	120.5	3,490	86.0	4,490	66.82	5,490	54.64	6,490	46.22	7,490	40.05	8,490	35.34	9,490	31.61
500	600	1,500	200.0	2,500	120.0	3,500	85.7	4.500	66.67	5,500	54.55	6,500	46.15	7,500	40.00	8,500	35.29	9,500	31.58
510	588	1.510	198.7	2,510	119.5	3,510	85.5	4,510	66.52	5,510	54.45	6,510	46.08	7,510	39.95	8,510	35.25	9,510	31.55
520	577	1,520	197.4	2,520	119.0	3,520	85.2	4,520	66.37	5,520	54.35	6,520	46.01	7,520	39.89	8,520	35.21	9,520	31.51
530	566	1,530	196.1	2,530	118.6	3,530	85.0	4,530	66.23	5,530	54.25	6,530	45.94	7,530	39.84	8,530	35.17	9,530	31.48
540	556	1,540	194.8	2,540	118.1	3,540	84.7	4,540	66.08	5,540	54.15	6,540	45.87	7,540	39.79	8,540	35.13	9,540	31.45
550	545	1,550	193.5	2,550	117.6	3,550	84.5	4,550	65.93	5,550	54.05	6,550	45.80	7,550	39.74	8,550	35.09	9,550	31.41
560	536	1,560	192.3	2,560	117.2	3,560	84.3	4,560	65.79	5,560	53.96	6,560	45.73	7,560	39.68	8,560	35.05	9,560	31.38
570	526	1,570	191.1	2,570	116.7	3,570	84.0	4,570	65.65	5,570	53.86	6,570	45.66	7,570	39.63	8,570	35.01	9,570	31.35
580	517	1,580	189.9	2,580	116.3	3,580	83.8	4,580	65.50	5,580	53.76	6,580	45.59	7,580	39.58	8,580	34.97	9,580	31.32
590	509	1,590	188.7	2,590	115.8	3,590	83.6	4,590	65.36	5,590	53.67	6,590	45.52	7,590	39.53	8,590	34.92	9,590	31.28
600	500	1,600	187.5	2,600	115.4	3,600	83.3	4,600	65.22	5,600	53.57	6,600	45.45	7,600	39.47	8,600	34.88	9,600	31.25
610	492	1,610	186.3	2,610	114.9	3,610	83.1	4,610	65.08	5,610	53.48	6,610	45.39	7,610	39.42	8,610	34.84	9,610	31.22
620	484	1,620	185.2	2,620	114.5	3,620	82.9	4,620	64.94	5,620	53.38	6,620	45.32	7,620	39.37	8,620	34.80	9,620	31.19
630	476	1,630	184.0	2,630	114.1	3,630	82.6	4,630	64.79	5,630	53.29	6,630	45.25	7,630	39.32	8,630	34.76	9,630	31.15
640	469	1,640	182.9	2,640	113.6	3,640	82.4	4,640	64.66	5,640	53.19	6,640	45.18	7,640	39.27	8,640	34.72	9,640	31.12
650	462	1,650	181.8	2,650	113.2	3,650	82.2	4,650	64.52	5,650	53.10	6,650	45.11	7,650	39.22	8,650	34.68	9,650	31.09
660	455	1,660	180.7	2,660	112.8	3,660	82.0	4,660	64.38	5,660	53.00	6,660	45.05	7,660	39.16	8,660	34.64	9,660	31.06
670	448	1,670	179.6	2,670	112.4	3,670	81.7	4,670	64.24	5,670	52.91	6,670	44.98	7,670	39.11	8,670	34.60	9,670	31.02
680	441	1,680	178.6	2,680	111.9	3,680	81.5	4,680	64.10	5,680	52.82	6,680	44.91	7,680	39 06	8,680	34.56	9,680	30.99
690	435	1,690	177.5	2,690	111.5	3,690	81.3	4,690	63.97	5,690	52.72	6,690	44.84	7,690	39.01	8,690	34.52	9,690	30.96
700	429	1,700	176.5	2,700	111.1	3,700	81.1	4,700	63.83	5,700	52.63	6,700	44.78	7,700	38.96	8,700	34.48	9,700	30.93
710	423	1,710	175.4	2,710	110.7	3,710	80.9	4,710	63.69	5,710	52.54	6,710	44.71	7,710	38.91	8,710	34.44	9,710	30.90
720	417	1,720	174.4	2,720	110.3	3,720	80.6	4,720	63.56	5,720	52.45	6,720	44.64	7,720	38.86	8,720	34.40	9,720	30.86
730	411	1,730	173.4	2,730	109.9	3,730	80.4	4,730	63.42	5,730	52.36	6,730	44.58	7,730	38.81	8,730	34.36	9,730	30.83
740	405	1,740	172.4	2,740	109.5	3,740	80.2	4,740	63.29	5,740	52.26	6,740	44.51	7,740	38.76	8,740	34.32	9,740	30.80
750	400	1,750	171.4	2,750	109.1	3,750	80.0	4,750	63.16	5,750	52.17	6,750	44.44	7,750	38.71	8,750	34.29	9,750	30.77
760	395	1,760	170.5	2,760	108.7	3,760	79.8	4,760	63.03	5,760	52.08	6,760	44.38	7,760	38.66	8,760	34.25	9,760	30.74
770	390	1,770	169.5	2,770	108.3	3,770	79.6	4,770	62.89	5,770	51.99	6,770	44.31	7,770	38.61	8,770	34.21	9,770	30.71
780	385	1,780	168.5	2,780	107.9	3,780	79.4	4,780	62.76	5,780	51.90	6,780	44.25	7,780	38.56	8,780	34.17	9,780	30.67
790	380	1,790	167.6	2,790	107.5	3,790	79.2	4,790	62.63	5,790	51.81	6,790	44.18	7,790	38.51	8,790	34.13	9,790	30.64
800	375	1,800	166.7	2,800	107.1	3,800	78.9	4,800	62.50	5,800	51.72	6,800	44.12	7,800	38.46	8.800	34.09	9,800	30.61
810	370	1,810	165.7	2,810	106.7	3,810	78.7	4,810	62.37	5,810	51.64	6,810	44.05	7,810	38.41	8,810	34.05	9,810	30.58
820	366	1,820	164.8	2,820	106.4	3,820	78.5	4,820	62.24	5,820	51.55	6,820	43.99	7,820	38.36	8,820	34.01	9,820	30.55
830	361	1,830	163.9	2,830	106.0	3,830	78.3	4,830	62.11	5,830	51.46	6,830	43.92	7,830	38.31	8,830	33.98	9,830	30.52
840	357	1,840	163.0	2,840	105.6	3,840	78.1	4,840	61.98	5,840	51.37	6,840	43.86	7,840	38.27	8,840	33.94	9,840	30.49
850	353	1,850	162.2	2,850	105.3	3,850	77.9	4,850	61.86	5,850	51.28	6,850	43.80	7,850	38.22	8,850	33.90	9,850	30.46
860	349	1,860	161.3	2,860	104.9	3,860	77.7	4,860	61.73	5,860	51.19	6,860	43.73	7,860	38.17	8,860	33.86	9,860	30.43
870	345	1,870	160.4	2,870	104.5	3,870	77.5	4,870	61.60	5,870	51.11	6,870	43.67	7,870	38.12	8,870	33.82	9.870	30.40
880	341	1,880	159.6	2,880	104.2	3,880	77.3	4,880	61.48	5,880	51.02	6,880	43.60	7,880	38.07	8,880	33.78	9,880	30.36
890	337	1,890	158.7	1,890	103.8	3,890	77.1	4,890	61.35	5,890	50.93	6,890	43.54	7,890	38.02	8,890	33.75	9,890	30.33
900	333	1,900	157.9	2,900	103.4	3,900	76.9	4,900	61.22	5,900	50.85	6,900	43.48	7,900	37.97	8,900	33.71	9,900	30.30
910	330	1,910	157.1	2,910	103.1	3,910	76.7	4,910	61.10	5,910	50.76	6,910	43.42	7,910	37.93	8,910	33.67	9,910	30.27
920	326	1,920	156.3	2,920	102.7	3,920	76.5	4,920	60.98	5,920	50.68	6,920	43.35	7,920	37.88	8,920	33.63	9,920	30.24
930	323	1,930	155.4	2,930	102.4	3,930	76.3	4,930	60.85	5,930	50.59	6,930	43.29	7,930	37.83	8,930	33.59	9,930	30.21
940	319	1,940	154.6	2,940	102.0	3,940	76.1	4,940	60.73	5,940	50.51	6,940	43.23	7,940	37.78	8,940	33.56	9,940	30.18
950	316	1,950	153.8	2,950	101.7	3,950	75.9	4,950	60.61	5,950	50.42	6,950	43.17	7,950	37.74	8.950	33.52	9,950	30.15
960	313	1,960	153.1	2,960	101.4	3,960	75.8	4,960	60.48	5,960	50.34	6,960	43.10	7,960	37.69	8,960	33.48	9,960	30.12
970	309	1,970	152.3	2,970	101.0	3,970	75.6	4,970	60.36	5,970	50.25	6,970	43.04	7,970	37.64	8,970	33.44	9,970	30.09
980	306	1,980	151.5	2,980	100.7	3,980	75.4	4,980	60.24	5,980	50.17	6,980	42.98	7,980	37.59	8,980	33.41	9,980	30.06
990	303	1,990	150.8	2,990	100.3	3,990	75.2	4,990	60.12	5,990	50.08	6,990	42.92	7,990	37.55	8,990	33.37	9,990	30.03
																		10,000	30.00

This table gives approximate values in meters corresponding to any number of kilocycles and vice versa. The table is based on the factor 300,000. To obtain kilocycles divide 300,000 by the number of meters, or to obtain meters divide 300,000 by the number of kilocycles. This table gives values for every 10 kilocycles or meters between the limits of 10 and 10,000. The table is entirely reversible, that is, for example, 80 kilocycles equals 3,750 meters and also 3,750 meters equals 80 kilocycles. The range of the table is easily extended by shifting the decimal point; the shift is in opposite directions for each pair of values. For example, one can not find 567 in the first column, but its equivalent is obtained by finding later in the table that 5.670 kilocycles or meters equals 52.91 meters of kilocycles, from which 567 kilocycles or meters equals 529.1 meters or kilocycles. A similar method can be employed in determining higher and lower frequencies above 10 kilocycles and below 10,000 kilocycles.

Frequency Measuring Service

Why You Should Subscribe to This RCA Service

Stringent FCC regulations make imperative vigilant supervision of emitted signals.

No modern transmitter, while stable, reliable, and skillfully operated is totally immune from occasional frequency drifts. Such drifts occur when least expected. It is extremely important that they be detected and corrected before they assume serious proportions.

Local checking equipment is of value, but can only be relied upon if such equipment is occasionally calibrated against standards of unquestioned accuracy.

RCA's laboratories, which make several thousand measurements per month, have gained an unrivaled background of many years of experience in systematic, precise, measurements of the frequencies of RCA and foreign commercial radio stations, operating on frequencies ranging from 15 KC to 100 Megacycles.

Numerous Broadcasting, Police, Aviation, and Commercial stations throughout the United States, and in Canada, Mexico, and the West Indies, rely with confidence upon this RCA Service.

Regular scanning of all frequency bands permits close supervision of the accuracy of any transmitter subscribing to the Measuring Service.

Excessive frequency deviations or development of spurious radiations in a subscriber's transmitter are reported immediately to the subscriber by telephone or telegraph.

The accuracy of RCA Standard Oscillators is better than one part in a million which means that measurements in the broadcast band are covered within a fraction of a cycle per second.

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Text of Rules Governing FM

(Adopted by the FCC, June 22, 1940; Amended Oct. 3, 1940)

SUB-PART B. RULES GOVERNING HIGH FREQUENCY BROADCAST STATIONS

DEFINITIONS [1]

Sec. 3.201 *High-frequency broadcast station.* The term "high-frequency broadcast station" means a station licensed primarily for the transmission of radiotelephone emissions intended to be received by the general public and operated on a channel in the high-frequency broadcast [2, 3] band.

Sec. 3.202 *High-frequency broadcast band.* The term "high-frequency broadcast band" means the band of frequencies extending from 43,000 to 50,000 kc., both inclusive.

Sec. 3.203 *Frequency modulation.* The term "frequency modulation" means a system of modulation of a radio signal in which the frequency of the carrier wave is varied in accordance with the signal to be transmitted while the amplitude of the carrier remains constant.

Sec. 3.204 *Center frequency.* The term "center frequency" means the frequency of the carrier wave with no modulation. (With modulation the instantaneous operating frequency swings above and below the center frequency. The operating frequency with no modulation shall be the center frequency within the frequency tolerance).

Sec. 3.205 *High-frequency broadcast channel.* The term "high-frequency broadcast channel" means a band of frequencies 200 kc. wide and is designated by its center frequency. Channels for high-frequency broadcast stations begin at 43,100 kc. and continue in successive steps of 200 kc. to and including the frequency 49,900 kc.

Sec. 3.206 *Service area.* The term "service area" of a high-frequency broadcast station means the area in which the signal is not subject to objectionable interference or objectionable fading. (High-frequency broadcast stations are considered to have only one service area; for determination of such area see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.207 *Antenna field gain.* The term "antenna field gain" of a high frequency broadcast antenna means the ratio of the effective free space field intensity produced at one mile in the horizontal plane expressed in millivolts per meter for 1 kw. antenna input power to 137.6.

Sec. 3.208 *Free space field intensity.* The term "free space field intensity" means the field intensity that would exist at a point in the absence of waves reflected from the earth or other reflecting objects.

Sec. 3.209 *Frequency swing.* The term "frequency swing" is used only with respect to frequency modulation and means the instantaneous departure of the carrier frequency from the center frequency resulting from modulation.

Sec. 3.210 *Multiplex transmission.* The term "multiplex transmission" means the simultaneous transmission of two or more signals by means of a common carrier wave. (Multiplex transmission as applied to high-frequency broadcast stations means the transmission of facsimile or other aural signals in addition to the regular broadcast signals.)

Sec. 3.211 *Percentage modulation.* The term "percentage modulation" with respect to frequency modulation means the ratio of the actual frequency swing to the frequency swing required for 100 percent modulation expressed in percentage. (For high-frequency broadcast stations, a frequency swing of 75 kc. is standard for 100% modulation.)

Sec. 3.212 *Experimental period.* The term "experimental period" means that period of time between 12 midnight and sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any high-frequency broadcast station, on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period.

Sec. 3.213 *Main studio.* The term "main studio" means, as to any station, the studio from which the majority of its local programs originate, and/or from which a majority of its station announcements are made of programs originating at remote points.

ALLOCATION OF FACILITIES[4]

Sec. 3.221 *Basis of licensing high frequency broadcast stations.* High frequency broadcast stations shall be licensed to serve a specified area in square miles. The contour bounding the service area and the radii of the contour shall be determined in accordance with the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

Sec. 3.222 *Service areas; definitions.* For the purpose of determining the areas to be served by high frequency broadcast stations, the following definitions apply:

(a) "Basic trade areas" and "limited trade areas" consist of areas the boundaries of which are determined by the Commission on the basis of showings made in applications as to retail trading areas or consumer trading areas and from government data.[5] Each basic trade area includes one "principal city." The boundaries of the basic trade areas are adjoining and the aggregate of all such areas is the total area of the United States. Each "limited trade area" includes one city. The boundaries of limited trade areas are not necessarily adjoining. Such areas may include portions of other limited trade areas and may extend into more than one basic trade area.

(b) "Principal city" means the largest city or the city or cities designated as "principal city" by the Commission, within a basic trade area. "City" means any city, town, or borough in a basic trade area except the principal city. Each "city" has a limited trade area.

(c) "Rural area" means all land area outside incorporated towns or cities with population greater than 2,500 and where the density of population is less than 150 per square mile. Incorporated towns or cities with population from 2,500 to 5,000 without a high frequency broadcast station and not adjacent to larger cities may be considered rural area.

Sec. 3.223 *Service areas established.* The Commission in considering applications for high frequency broadcast stations will establish service areas. Such stations will be licensed to serve areas having the following characteristics:

(a) An area comprising a limited trade area and a city. The station shall render good service to the city and its service area shall conform generally with the limited trade area.

(b) An area comprising a basic trade area and a principal city. The station shall render good service to the principal city and its service area shall conform generally with the basic trade area.

(c) An area of at least 15,000 square miles comprising primarily a large rural area, and particularly that part of basic trade areas which cannot be served by stations assigned basic trade areas due to economic and technical limitations. The service area may include one or more principal city or cities, provided that in rendering service to such cities, the service to rural areas which the station is designated to serve is not impaired. The transmitter of such a station shall be located in such a manner that the service area, (1) shall extend into two or more basic trade areas, (2) shall not conform generally with a basic trade area, and (3) shall not merely extend beyond a basic trade area.

(d) An area having substantially different characteristics (social, cultural, or economic) from those areas specified in subsections (a), (b) and (c) of this section where, by reason of special conditions, it is shown that a need (which cannot be supplied by a station serving areas under subsections (a), (b) or (c) of this section) for the proposed service both program and technical exists which makes the establishment of the service area in the public interest, convenience or necessity. The Commission will give particular consideration in this connection to competitive advantages which such stations would have over other stations established under other provisions.

(e) In case it is not economically and technically feasible for a station assigned a basic or limited trade area to serve substantially all such area, the Commission will establish the service area on the basis of conditions which obtain in the trade area.

(f) In case an applicant proposes a change in an established service area, the applicant shall make a full showing as to need for such change and the effect on other stations serving the area.

Sec. 3.224 *Time of operation.* All high-frequency broadcast stations shall be licensed for unlimited time operation.

Sec. 3.225 *Showing required.* Authorization for a new high frequency broadcast station or increase in facilities of an existing station [5a] will be issued only after a satisfactory showing has been made in regard to the following matters:

(a) That the area which the applicant proposes to serve has the characteristics of an area described in Sec. 3.223 hereof.

(b) Where a service area has been established in which one or more existing high frequency broadcast stations are in operation, that the contours of any new station proposed to serve such area will compare with those of the existing station or stations as nearly as possible, or that the service area already established should be modified.

(c) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweigh the need for the service which will be lost by reason of such interference.

(d) That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and *Standards of Good Engineering Practice for High Frequency Broadcast Stations.*)

(f) That the applicant is financially qualified to construct and operate the proposed station; and, if the proposed station is to serve substantially the same area as an existing station, that applicant will be able to compete effectively with the existing station or stations.

(g) That the program service will include a portion of programs particularly adapted to a service utilizing the full fidelity capability of the system, as set forth in the Standards of Good Engineering Practice for High Frequency Broadcast Stations.

(h) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(i) That the applicant is legally qualified, is of good character, and possesses other qualifications sufficient to provide a satisfactory public service.

(j) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(k) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

Sec. 3.226 *Channel assignments.* The channels set forth below with the indicated center frequencies are available for assignment to high frequency broadcast stations to serve the areas provided in Sec. 3.223:

(a) An applicant for a station to serve an area specified in Sec. 3.223 (a) or (b), to be located in a principal city or city which has a population less than 25,000 (city only) shall apply for one of the following channels:

48900
49100
49300
49500
49700
49900

(b) An applicant for a station to serve an area specified in Sec. 3.223 (a) or (b), to be located in a principal city or city which has a population greater than 25,000 (city only) shall apply for one of the following channels:

44500
44700
44900
45100
45300
45500
45700
45900
46100
46300
46500
46700
46900
47100
47300
47500
47700
47900
48100
48300
48500
48700

(c) An applicant for a station to serve primarily a large rural area, specified in Sec. 3.223 (c) or an area specified in Sec. 3.223 (d) shall apply for one of the following channels:

43100
43300
43500
43700
43900
44100
44300

Sec. 3.227 *Special provisions concerning assignments.* (a) Stations located in the same city shall have substantially the same service area.

(b) High frequency broadcast stations shall use frequency modulation exclusively.

(c) Stations serving a substantial part of the same area shall not be assigned adjacent channels.

(d) One channel only will be assigned to a station.

Sec. 3.228 *Facsimile broadcasting and multiplex transmission.* The Commission may grant authority to a high frequency broadcast station for the multiplex transmission of facsimile and aural broadcast programs provided the facsimile transmission is incidental to the aural broadcast and does not either reduce the quality of or the frequency swing required for the transmission of the aural program. The frequency swing for the modulation of the aural program should be maintained at 75 kc. and the facsimile signal added thereto. No transmission outside the authorized band of 200 kc. shall result from such multiplex operation nor shall interference be caused to other stations operating on adjacent channels. The transmission of multiplex signals may also be authorized on an experimental basis in accordance with Sec. 3.32, subpart A.

Sec. 3.229 *Proof of performance required.* —Within one year of the date of first regular operation of a high frequency broadcast station, continuous field intensity records along several radials shall be submitted to the Commission which will establish the actual field contours, and from which operating constants required to deliver service to the area specified in the license are determined. The Commission may grant extensions of time upon showing of reasonable need therefor.

Sec. 3.230 *Multiple ownership.* (a) No person (including all persons under common control [6]) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station that would serve substantially the same service area as another high frequency broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one high frequency broadcast station, except upon a showing (1) that such ownership, operation, or control would foster competition among high frequency broadcast stations or provide a high frequency broadcasting service distinct and separate from existing services, and (2) that such ownership, operation, or control would not result in the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity: *Provided, however,* That the Commission will consider the ownership, operation, or control of more than six high frequency broadcast stations to constitute the concentration of control of high frequency broadcasting facilities in a manner inconsistent with public interest, convenience, or necessity.

Sec. 3.231 *Normal license period.* All high frequency broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of one year, expiring as follows:

(a) For stations operating on the frequencies 48900, 49100, 49300, 49500, 49700, and 49900, April 1.

(b) For stations operating on the frequencies 44500, 44700, 44900, 45100, 45300,

(*Continued on page 378*)

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[1] Other definitions which may pertain to high-frequency broadcast stations are included in Sections 2.1 to 2.35 and Sections 3.1 to 3.16, and the Communications Act of 1934, as amended.

[2] See Section 3.228 concerning multiplexing, aural and facsimile programs.

[3] High-frequency broadcast stations must use frequency modulation exclusively in accordance with Section 3.227(b).

[4] The rules relating to allocation of facilities are intended primarily for the information of applicants. Nothing contained in said rules shall be regarded as any recognition of any legal right on behalf of any person to a grant or denial of any application.

[5] There are several current and recognized authorities on retail trading areas or consumer trading areas from which the applicant may prepare its showing and to which the Commission will give consideration in making its determination. Among these recognized authorities are the following: J. Walter Thompson (Retail Shopping Areas), Hearst Magazines, Inc. (Consumer Trading Areas), Rand McNally Map Company (Trading Areas), and Hagstrom Map Company's Four-Color Retail Trading Area Map. Although the foregoing sources of data are expressly recognized, the Commission will also give consideration to data furnished from other sources which may have probative value on which the applicant may desire to prepare its showing. See separate release of the Commission "Concerning Applications For High Frequency Broadcast Stations."

[5a] Special authorizations which do not involve experimental authorization may be granted pursuant to Section 1.365.

[6] The word "control" as used herein is not limited to majority stock ownership but includes actual working control in whatever manner exercised.

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Leadership in FM

makes

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FOR BOTH

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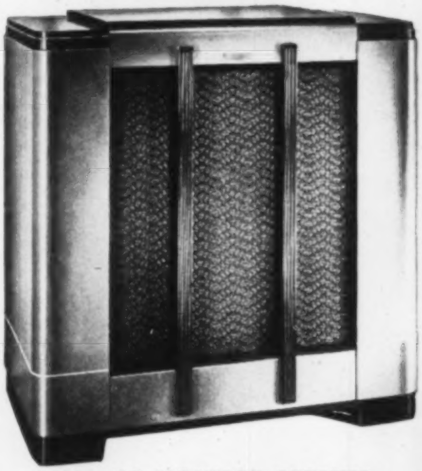

No. 35 MONITOR SPEAKER

Meets *every* monitoring need. Gives new perfection to AM broadcasts—brings you the utmost of FM's extra fidelity . . . thanks to the patented Labyrinth that overcomes "cabinet boom" and assures true bass response, while the Dual Coaxial Carpinchoe Speaker delivers more accurate treble tones than ever before heard from radio. Modern cabinet finished in metallic beige lacquer.

No. 585-M CONSOLE RADIO

Features Labyrinth and Dual Coaxial Carpinchoe Speaker System. Brings you Standard, Short Wave *and* FM broadcasts with *one* dial and *one* set of control knobs. Includes Push-Button Remote Control. Authentic Chippendale design cabinet. "Preferred-Type" Tubes.

As the only Telephone Manufacturer making Home Radios . . . as the Tone Quality Leader since 1924 . . . and with the exclusive Labyrinth and Carpinchoe Speaker to deliver the utmost of FM's increased fidelity, Stromberg-Carlson naturally takes the lead in FM reception. Now producing its THIRD FM LINE, backed by TWO YEARS' FIELD EXPERIENCE. Who else can offer such advantages—or record so many "FIRSTS" as listed below!

STROMBERG-CARLSON TELEPHONE MFG. CO., ROCHESTER, N. Y.

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- FIRST to provide stock sets that permitted Dr. Armstrong to demonstrate the utmost of FM's possibilities before the F. C. C.
- FIRST to advertise FM.
- FIRST and only FM receivers with the Labyrinth and Carpinchoe Speaker.
- FIRST with a complete line of FM Radios.
- FIRST with FM Phonograph Combinations.
- FIRST with an FM adapter that included a "tweeter" speaker.

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THE PIONEER NAME IN FREQUENCY MODULATION MANUFACTURE

Since the invention of FM by Major E. H. Armstrong, R E L has played the dominant role in the manufacture of Frequency Modulation transmitters and associated equipment. No wonder, then, that Major Armstrong used an R E L transmitter in the first FM station on the air. Too, the majority of FM Broadcasters (as listed below) have installed R E L transmitters. . . .

To protect your investment in FM, investigate R E L equipment which has met the exacting requirements of broadcasting in actual operation.

FM BROADCASTING STATIONS SERVING THE PUBLIC DAILY
Using REL-Armstrong Phase Shift Method.

Station	*Location*	*Owned by*	*On the Air Continuously Since*
W2XMN	Alpine, N. J.	Maj. E. H. Armstrong	April, 1938
W2XAG	Yonkers, N. Y.	C. R. Runyon, Jr.	Nov., 1936
W1XOJ	Paxton, Mass.	Yankee Network	May, 1939
WEOD	Boston, Mass.	Yankee Network	April, 1939
W3XO	Washington, D. C.	Janskey & Bailey	Aug., 1939
W8XVB	Rochester, N. Y.	Stromberg-Carlson	Nov., 1939
W2XQR	Long Island City, N. Y.	J. V. L. Hogan	Oct., 1939
W9XAO	Milwaukee, Wisc.	The Journal Co.	Jan., 1940
W8XAD	Rochester, N. Y.	WHEC, Inc.	Jan., 1940
W9XZR	Chicago, Ill.	Zenith Radio Corp.	Jan., 1940

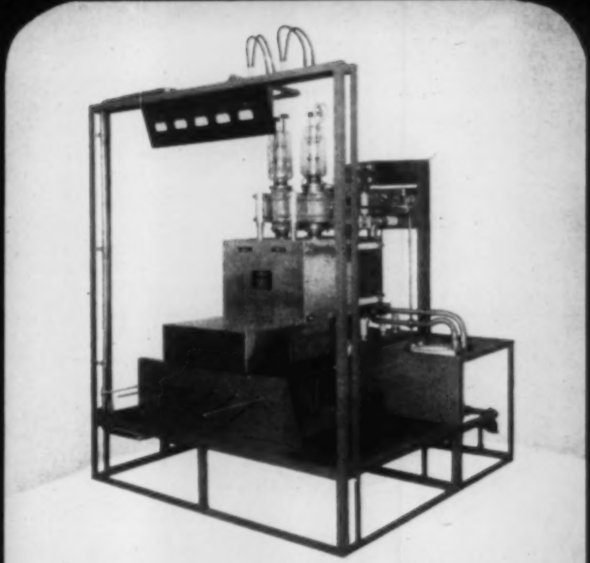
The following broadcasters shortly will be on the air with R E L equipment.

Station	*Location*	*Owned by*
WWJ	Detroit, Mich.	Evening News Association
WFIL	Philadelphia, Pa.	WFIL Broadcasting Company
WGAN	Portland, Me.	Portland Broadcasting System, Inc.

A view of Major E. H. Armstrong's 40 kw FM station, W2XMN, located at Alpine, N. J.; equipped with R E L FM equipment; in service since April, 1938

Radio Engineering Labs., Inc., feature a complete line of FM transmitters from 250 to 50,000 watts. Each transmitter employs the Armstrong Phase Shift Method of Modulation which gives direct crystal control eliminating the necessity of counter feed-back thus assuring the Broadcaster his FM transmitter will not go off frequency.

The exterior view of the R E L 50 kw transmitter in the Yankee Network's FM station near Paxton, Mass., which illustrates the flexibility of arrangement and paneling of R E L equipment. Units from 10,000 to 50,000 watts can be set up to meet varying dimensions with paneling designed in suitable shapes and trimmings.



One of the units behind the panels (of the Yankee Network transmitter on the left) is a view of the 50 kw power amplifier stage which illustrates the compact and efficient design whereby every part is made readily accessible. All tuning controls are centralized and carried out front.

R E L FM TRANSMITTERS

250 **watts** ....Catalogue #549
Can be operated as low as 100 watts. Complete transmitter in one cabinet.

1,000 **watts** ....Catalogue #518
Can be operated as low as 250 watts. Consists of two cabinets and blower.

3,000 **watts** ....Catalogue #519
Can be operated as low as 1,000 watts. Consists of three cabinets and blower, enclosed in square space by fill-in paneling and safety door.

10,000 **watts** ....Catalogue #520
Can be operated as low as 3,000 watts. Consists of four cabinets and blower. Enclosed in square space by fill-in paneling with safety door. Shape can be adjusted to meet varying conditions.

50,000 **watts** ....Catalogue #521
Can be operated as low as 12,500 watts. Unit enclosed in any designated space by paneling. Power amplifier unit in sound proof, shielded space. Each transmitter specially engineered to suit existing conditions.

Still Pioneering

R E L takes the lead again in the development of associated small equipment for FM Stations with a full line of relay transmitters, high fidelity speech input equipment and antennae.

Relay Transmitters

All operate on frequencies 156-162 mc 100 kc—maximum swing—fidelity 30 to 15000 cycles within 1 db. Associated receiver also supplied. All complete with self-contained AC power supply.

20 watts (studio to station)................Catalogue #545
One cabinet 36x24x18. Weighs 140 lbs. Under ordinary conditions range is five miles.

100 watts (studio to station)................Catalogue #538
One cabinet 72x24½x18. Weighs 420 lbs. Range 20 miles under ordinary conditions.

500 watts (studio to station)................Catalogue #544
One cabinet 76x30x21. Weighs 800 lbs. Range 50 miles under ordinary conditions.

20 watts portable mobile................Catalogue #532
Complete with power supplies for operation from either AC or 12 watts DC. Ideal for special events pick-up.

High Fidelity Speech Input Equipment

Catalogue #495A—One cabinet 72x24¼x18. Weighs 350 lbs. Specially designed for use with FM transmitters. Provision for four sources of program pick-ups.

Antennae

R E L antennae were among the first built in the FM field. Now supplied fully engineered and installed up to 50 kw with pretested performance assured.

RADIO ENGINEERING LABS., INC.

Long Island City, N. Y.

Text of Rules Governing FM

(*Continued from page 374*)

45500, 45700, 45900, 46100, 46300, and 46500, May 1.

(c) For stations operating on the frequencies 46700, 46900, 47100, 47300, 47500, 47700, 47900, 48100, 48300, 48500, and 48700, June 1.

(d) For stations operating on the frequencies 43100, 43300, 43500, 43700, 43900, 44100, and 44300, July 1.

EQUIPMENT

Sec. 3.241 *Maximum power rating.* The Commission will not authorize the installation of a transmitter having a maximum rated power more than twice the operating power of the station.

Sec. 3.242 *Maximum rated carrier power; how determined.* (a) The maximum rated carrier power of a standard transmitter shall be determined by the manufacturer's rating of the equipment.

(b) The maximum rated carrier power of a composite transmitter shall be determined by the sum of the applicable commercial ratings of the vacuum tubes employed in the last radio stage.

Sec. 3.243 *Frequency monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. It shall have a stability of 20 parts per million. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.244 *Modulation monitor.* The licensee of each high-frequency broadcast station shall have in operation at the transmitter an approved modulation monitor. For detailed requirements thereof see *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.245 *Required transmitter performance.* (a) The external performance of high-frequency broadcast transmitters shall be within the minimum requirements prescribed by the Commission contained in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) The transmitter center frequency shall be controlled directly by automatic means which do not depend on inductances and capacities for inherent stability.

(c) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

Sec. 3.246 *Indicating instruments.* The direct plate circuit current and voltage shall be measured by instruments having an acceptable accuracy. (See *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*)

Sec. 3.247 *Auxiliary and duplicate transmitters.* See Sections 3.63 and 3.64 for provisions governing the use of auxiliary and duplicate transmitters at high-frequency broadcast stations.

Sec. 3.248 *Changes in equipment and antenna system.* Licensees of high-frequency broadcast stations shall observe the following provisions with regard to changes in equipment and antenna system:

(a) No changes in equipment shall be made:

1. That would result in the emission of signals outside of the authorized channel.

2. That would result in the external performance of the transmitter being in disagreement with that prescribed in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

(b) Specific authority, upon filing formal application[7] therefor, is required for a change in service area or for any of the following changes:

(1) Changes involving an increase in the maximum power rating of the transmitter.

(2) A replacement of the transmitter as a whole.
whole.

(3) Change in the location of the transmitter antenna.

(4) Change in antenna system, including transmission line, which would result in a measurable change in service or which would affect the determination of the operating power by the direct method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(5) Change in location of main studio to outside of the borders of the city, state, district, territory, or possession.

(6) Change in the power delivered to the antenna.

(c) Specific authority, upon filing informal request therefor, is required for the following change in equipment and antenna;

(1) Change in the indicating instruments installed to measure the antenna current or transmission line, direct plate circuit voltage and the direct current of the last radio stage, except by instruments of the same type, maximum scale reading and accuracy.

(2) Minor changes in the antenna system and/or transmission line which would not result in an increase of service area.

(3) Changes in the location of the main studio except as provided for in subparagraph (b) 5.

(d) Other changes, except as above provided for in this section or in *Standards of Good Engineering Practice for High-frequency Broadcast Stations* prescribed by the Commission may be made at any time without the authority of the Commission, provided that the Commission shall be promptly notified thereof, and such changes shall be shown in the next application for renewal of license.

TECHNICAL OPERATION

Sec. 3.251 *Operating power; how determined.* The operating power, and the requirements for maintenance thereof, of each high-frequency broadcast station shall be determined by the *Standards of Good Engineering Practice for High-frequency Broadcast Stations.*

Sec. 3.252 *Modulation.* (a) The percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

Sec. 3.253 *Frequency tolerance.* The operating frequency without modulation of each broadcast station shall be maintained within 2000 cycles of the assigned center frequency.

OPERATION

Sec. 3.261 *Minimum operating schedule; service.* (a) Except Sundays, the licensee of each high-frequency broadcast station shall maintain a regular daily operating schedule which shall consist of at least three hours of operation during the period 6 a.m. to 6 p.m., local standard time and three hours of operation during the period 6 p.m. to midnight, local standard time. In an emergency, however, when due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period not to exceed ten days, provided that the Commission and the inspector in charge of the radio district in which the station is located[8] shall be notified in writing immediately after the emergency develops.

(b) Such stations shall devote a minimum of one hour each day during the period 6 a.m. to 6 p.m., and one hour each day during the period 6 p.m. to midnight, to programs not duplicated simultaneously as primary service in the same area by any standard broadcast station or by any high-frequency broadcast station. During said one hour periods, a service utilizing the full fidelity capability of the system, as set forth in the *Standards of Good Engineering Practice for High-frequency Broadcast Stations,* shall be rendered. However, the Commission may, upon request accompanied by a showing of reasons therefor, grant exemption from the foregoing requirements, in whole or in part, for periods not in excess of three months.

(c) In addition to the foregoing minimum requirements, the Commission will consider, in determining whether public interest, convenience, and necessity has been or will be served by the operation of the station, the extent to which the station has made or will make use of the facility to develop a distinct and separate service from that otherwise available in the service area.

THANKS
TO FM!

Radio continues to be the world's most dynamic industry. NAB•Lang-Worth, with FM's improved reception, combines to render brilliant entertainment—so sponsorable because:

Lang-Worth's new Distortion-free recordings are high in signal to noise ratio, and assure optimum reception when reproduced on equipment of complimentary characteristics.

Name artists plus High Fidelity Recordings give NAB•Lang-Worth's programs audience appeal. FM stations call them "program highspots".

You will, too.

IMPORTANT ANNOUNCEMENT: Page 195

Lang-Worth Feature Programs

L-W

Producers of NAB•Lang-Worth Music Service

420 MADISON AVE. NEW YORK CITY

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[7] See *Standards of Good Engineering Practice for High-frequency Broadcast Stations* for specific application form required.

[3] See Appendix No. 3, Part 1.

Standards of Good Engineering Practice

Governing High Frequency (FM) Broadcast Stations: 43-50 Mc.

(Adopted by the FCC, June 28, 1940)

1. Engineering Standards of Allocation.

(a) Section 3.225 prescribes three groups of channels for the use of high frequency broadcast stations. The stations within each group of channels have a specific purpose in the plan of allocation and provide a service to a particular type of area. Section 3.222 of the rules requires that high-frequency broadcast stations be licensed on the basis of an area in square miles in the service area and that the contour bounding the service area and the radii of this contour shall be determined in accordance with these standards. A high-frequency broadcast station has but one service, that which corresponds to primary service of standard broadcast stations. No service from sky waves or secondary service is obtainable. No intermittent service is recognized. Therefore, the extent of the service is determined by the point at which the primary service signal is no longer of sufficient intensity to provide broadcast service. The field intensity necessary for service is given:

• • •

TABLE I, Service—(median field intensity)—City areas near factories, car lines, or busy streets, 1 mv/m; rural areas away from highways, 0.05 mv/m. The above figures are based on the absence of objectionable fading and the usual noise levels encountered in the two areas and also predicated upon the absence of interference from other high-frequency broadcast stations.

• • •

(b) The service area is established as follows: On a topographic map of the proposed service area of the station at least 8 radials separated by approximately 45° are drawn in the several directions from the proposed location of the transmitter. From these radials there should then be plotted profile graphs of each radial. An appropriate scale should be used with distance in miles from the antenna plotted as abscissa and the elevation as ordinate in feet plotted by 40 to 100-foot contour intervals. The profile graphs should then be divided into sectors with respect to the distance in miles, each sector being not more than approximately one-tenth of the roughly estimated distance to the desired service contour, and from these sectors the average elevation for each sector or several sectors may be readily determined. This map and the profile graphs are then used in the determination of the radii of the service area of high-frequency broadcast stations as set out below.

(c) To determine the radii of the service contour the graph [Figure 1, see next page] and description [Annex I, see third page] concerning the range of high-frequency broadcast stations should be used. The method of use and an example are contained in Annex I. The height of the transmitting antenna used in connection with Figure 1 should be the proposed height of the antenna above the average elevation between the antenna and the 1 mv/m or 0.05 mv/m contour, whichever is under investigation. This determination, of course, involves the assumption of the antenna height above the average elevation and from this assumption a determination is made of the distance to the desired contour. The average elevation over the distance just found to the desired contour may then be determined and checked with the assumed height. If the assumption was in error, it may then be modified and the problem repeated to reduce the error in the distance to the desired contour. This cut and try process must be repeated until the error is negligible.

The foregoing process of determining the extent of the 1 mv/m or 0.05 mv/m contours shall be followed in determining the boundary of the station's predicted service area. The boundaries of the service area of both the 1 mv/m and the 0.05 mv/m contour must be established and submitted with each application for a high frequency broadcast station.

(d) The distances along each radial to the 0.05 and/or the 1 mv/m contours should then be plotted on the topographic map required by (c) above or polar coordinate paper. The area within each contour should then be measured (by planimeter or other approximate means) to determine the area which the proposed station will serve. The station is rated on basis of the area within the 0.05 mv/m contour or the contour free of interference if greater than the 0.05 mv/m contour.

2. Objectionable Interference.

(a) Section 3.225 (f) requires that the proposed station shall not suffer interference to such an extent that its service will be reduced to an unsatisfactory degree. Objectionable interference will be considered to exist when the signal for 50% of the distance in any sector on a radial as determined from Section 1 (d) of these standards exceeds 0.005 mv/m at the 0.05 mv/m contour of the desired station. In the case of a station protected to the 1 mv/m contour, objectionable interference occurs when the signal for 50% of the distance in any sector exceeds 0.1 mv/m. At other field intensities the following ratios of the desired to undesired signals shall govern.

• • •

TABLE II, channel separation and ratio of desired to undesired signals—Same channel, 10:1 median field intensity; adjacent channel (200 kc), 2:1 median field intensity.

In the absence of measurements to determine the extent of the service contours of the desired station and the interference contours of the undesired station, the signals shall be determined by use of the Graph I in the manner heretofore described. Measurements to determine the extent of one or both of the signals involved are preferable. Measurements should be made in accordance with Annex II associated herewith.

• • •

(b) The signal intensity for 0.05 mv/m 50% distance is interpreted to mean the contour bounded by the sector on a radial on the map of 1(c) above wherein the signal of the station for 50% of the distance represented by the sector on the radial is equal to 0.05 mv/m. The boundary of the service area shall be taken as the outer edge of the sector nearest the transmitter wherein the signal is the desired value for 50% of the distance. For the methods of measurement of this signal see Annex II. "*Field Intensity Measurements of High-frequency Broadcast Stations.*"

3. Transmitter Location.

(a) The transmitter location should be as near the center of the proposed service area as possible consistent with the applicant's ability to find a site with sufficient elevation to provide service throughout the area. Location of the transmitter at a point of high elevation is necessary to reduce to a minimum the shadow effect on propagation due to built-up city areas, hills, and other obstructions which may reduce materially the intensity of the station's signals in a particular direction. The transmitter site should be selected consistent with the purpose of the station, i.e., whether it is intended to serve a small city, a metropolitan area or a large region. Inasmuch as service may be provided by signals of 1 mv/m or greater field intensities in built-up urban areas, and inasmuch as signals in excess of 0.05 mv/m will provide service in rural areas away from highways, considerably more latitude in the exact geographical location of the transmitter is permitted for a high-frequency broadcast station than for a standard broadcast station; however, the necessity for a high elevation for the antenna may render this problem more difficult. In general, the transmitting antenna of a station should be located at the most central point at the highest elevation available. Where a directive antenna is used, a central location may not be desirable and, in fact, the availability of suitable sites may make necessary the use of directive antennas. The antenna height above the average elevation of the service area is the most important factor in obtaining coverage with a high frequency broadcast station. Doubling the height of the antenna is equivalent to increasing the power by four times. The power is only one of several important factors (See Annex I and Fig. 1).

(b) The transmitter site should be selected such that the 1.0 mv/m contour encompasses all the urban population within the area proposed to be served and the 0.05 mv/m contour provides the maximum obtainable service consistent with the area desired to be served. While no standards with respect to blanket area are established, every precaution must be taken not to locate a station in a residential area.

4. Operating Power; Determination and Maintenance.

(a) Section 3.251 requires that the operating power and the requirements for maintenance thereof of each high-frequency broadcast station shall be determined in accordance with the *Standards of Good Engineering Practice.* The operating power must be determined by one of two methods:

(1)[1] Indirect measurement, by means of the plate input power to the last radio stage in accordance with (b) below, or;

(2) By measurement of the antenna or transmission line current required to produce the service area set out in (e) below.

(b) The operating power determined by indirect measurement of the plate input power of the last radio stage is the product of the plate voltage (Ep), the total plate current of the last radio stage (Ip) and the factor of 0.60, that is

Operating power = Ep x Ip x 0.60

(c) The operating power maintained by the antenna or transmission line current, required to obtain the service area as proposed in the application and specified in the station license shall be the direct method. The proof of performance from continuous field intensity recordings shall be used to establish the service area. These data shall be submitted to and approved by the Commission before any licensee will be authorized to operate with the power indicated by this method. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method.

(d) The licensee of a broadcast station shall maintain the antenna or transmission line current of the station within the prescribed limits of the authorization at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with full licensed power, the station may be operated at reduced power for a period of not to exceed ten days, provided that the Commission and the Inspector in Charge shall be notified in writing immediately after the emergency develops.

5. Proof of Performance of High-frequency Broadcast Stations.

(a) Section 3.227 requires that within one year from the date of the first regular operation of a high-frequency broadcast station a survey to determine the performance of the station shall be made and submitted to the Commission to establish the actual field intensity contours from which the operating constants required to deliver service to the entire area specified in the license can be determined. This proof of performance shall be established by continuous field intensity records generally along the several radials shown on the topographic map submitted with the application for construction permit. The measured radials shall be carried to a point sufficiently beyond the locations of the predicted service contours to arrive at an accurate determination of the boundary of the service area of the station as predicted in the original application. The field intensities for the several sectors along each radial shall be determined as outlined in Annex II, *Field Intensity Measurements of High-frequency Broadcast Stations.*

The survey data submitted shall include a topographic map similar to that submitted with the application with the original radials and the actual paths followed by the car in making the measurements plotted thereon. The field intensity for each sector shall be shown either on the map or in tabular form accompanying it with necessary notation to identify the sector to which the field applies and the extent of the 0.05 mv/m contour and/or the 1.0 mv/m contour plotted.

6. Technical Equipment Pursuant to Section 3.245.

(a) Design. The general design of the high-frequency broadcast transmitting equipment (main studio microphones, amplifiers, lines or other circuits between studios and transmitter, and transmitter) shall be in accordance with the following specifications: For points not specifically covered, the principles set out shall be followed. The equipment shall be so designed that:

(1) The maximum rated carrier power as determined under Section 3.242 is in accordance with the requirements of Section 3.241.

(2) The equipment is capable of satisfactory operation at the authorized operating power or the proposed operating power with frequency swing plus and minus 75 kilocycles. At any frequency between 50 and 15,000 cycles at a swing of 75 kilocycles, the combined audio frequency harmonics generated by the transmitting system shall not be in excess of 2 percent (root mean square value).

(3) The transmitter and associated studio equipment shall be capable of transmitting a band of frequencies from 50 to 15,000 cycles within 2 decibels of the level of 1,000 cycles. In addition provision shall be made for pre-emphasis of the higher frequencies in accordance with impedance-frequency characteristics of a series inductance resistance network having a time constant of 100 microseconds.

(4) The noise in the output of the transmitter in the band 50 to 15,000 cycles shall be at least 60 decibels below the audio frequency level represented by a frequency swing of 75 kc. (100% modulation).

(5) The transmitter shall be equipped with suitable indicating instruments in accordance with the requirements of Section 3.246 and other instruments as are necessary for proper adjustment and maintenance of operation of the equipment.

(6) Adequate provision shall be made for varying the transmitter power output between sufficient limits to compensate for excessive variations in line voltage, or other factors which may affect the power output. The assigned center frequency shall be maintained within the allowed tolerance by automatic means which are not dependent upon inductances or capacitors for inherent stability and capable of maintaining the operating frequency within the limits of plus or minus 2,000 cycles specified by Section 3.246.

(7) Means should be provided for connection and continuous operation of the approved modulation monitor and approved frequency monitor.

(b) All high-frequency broadcast transmitters shall be constructed in accordance with Section 12B of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(c) All high-frequency broadcast transmitters shall be wired and shielded in accordance with Section 12C of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(d) The installation of all high-frequency broadcast transmitters shall be in accordance with Section 12D of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(e) Spare tubes for high-frequency broadcast stations shall be provided in accordance with Section 12E of the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations.*

(f) Operation. In addition to specific requirements of the rules governing high-frequency broadcast stations, the following operating requirements shall be specified:

(1) The maximum percentage of modulation shall be maintained in accordance with Section 3.252. However, precautions shall be taken so as not to substantially alter the dynamic characteristics of musical programs.

(2) Spurious emissions, including radio frequency and audio frequency harmonics shall be maintained at as low a level as practicable at all times in accordance with good engineering practice.

(g) Studio equipment. Studio equipment shall be subject to all the above requirements where applicable except as follows:

(1) If properly covered by an underwriter's certificate, it will be considered as satisfying safety requirements.

(2) Section 8191 of Article 810 of the National Electrical Code shall apply for voltages only in excess of 500 volts.

No specific requirements are made rela-

(*Continued on page 383*)

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[1] Until Jan. 1, 1941, high-frequency broadcast stations will be permitted to determine the operating power by the indirect method for a period of one year after the beginning of regular operation.

Now! THE NEW LINGO

BROADCASTERS:

Reduce Operating Costs With

LINGO VERTICAL TUBULAR STEEL RADIATORS

Lingo Radiators Assure You of Continuous Trouble-Free Performance

SALES and COVERAGE GO UP WITH LINGO!

Facts prove that you can expect *high efficiency* and pay *less* for *maintenance* with LINGO VERTICAL TUBULAR STEEL RADIATORS. The moderate initial cost and low upkeep cost, plus assured *peak performance* combine to give you more profits through better coverage.

Our 43 years experience in engineering, constructing and erecting vertical structures is important to you. That's why, when you link Lingo experience to Lingo performance, you get the same impressive story that has interested so many aggressive stations in Lingo "Tube" Radiators.

This ever-increasing number of Lingo installations is evidence that the "Lingo story" is not "fiction"—but based on proven facts! From everywhere come words of praise. One station writes: *"The remarkable signal we are putting out should be reported to you because your Lingo Radiator is doing the biggest job of any radiator that I know of . . ."* Another writes, *"We have not spent one cent on maintenance . . ."*! You, too, can be assured of the same complete satisfaction that has enabled users everywhere to give these radiators their unqualified "O.K."

Yes, we want to tell YOU our story. Our engineering staff will be pleased to give technical details that apply in your own case. In writing please give location, power and frequency of station.

Photo above shows our recent installation of 350-foot Lingo Radiator at Station WBOC, Salisbury, Md.

A Partial List of Lingo Radiator Installations:

- WTAR—Norfolk, Va. (3 element directional)
- WIBW—Topeka, Kans. (2 element directional)
- WCSH—Portland, Me. (2 element directional)
- WBOC—Salisbury, Md.
- WWSW—Pittsburgh, Pa.
- KTSW—Emporia, Kans.
- WSAV—Savannah, Ga.
- WFPG—Atlantic City, N. J.
- WBTH—Williamson, W. Va.
- WCOU—Lewiston, Me.
- WPID—Petersburg, Va.
- WRJN—Racine, Wis.
- WFPG—Altoona, Pa.
- WMOG—Brunswick, Ga.
- WOLF—Syracuse, N. Y.
- WGKV—Charleston, W. Va.
- WAOV—Vincennes, Ind.
- WSLS—Roanoke, Va.
- WAJR—Morgantown, W. Va.
- WIBM—Jackson, Mich.
- WLLH—Lawrence, Mass.
- CFAC—Calgary, Alb.
- CJKL—Kirkland Lake, Ont.
- CKGB—Timmins, Ont.

LINGO

JOHN E. LINGO & SON, INC. Dept. B-2 CAMDEN, N. J.

FM ANTENNA

The Most Awaited FM Development Since The Introduction of FM Itself! . . .

The New Improved LINGO FM
TURNSTILE ANTENNA

(PATENTED)

Offering These New Features!

1. Antenna radiates a horizontal polarized signal with uniform circular field pattern.

2. Antennas are custom built, and factory adjusted to the operating frequency, making no field adjustments necessary.

3. Design incorporates an improved and greatly simplified method of feeding and coupling.

4. Turnstile elements are fed by coaxial lines, and no open turnstile wires are used.

5. Lighting equipment and climbing steps may be installed without interference to the operation of the turnstile.

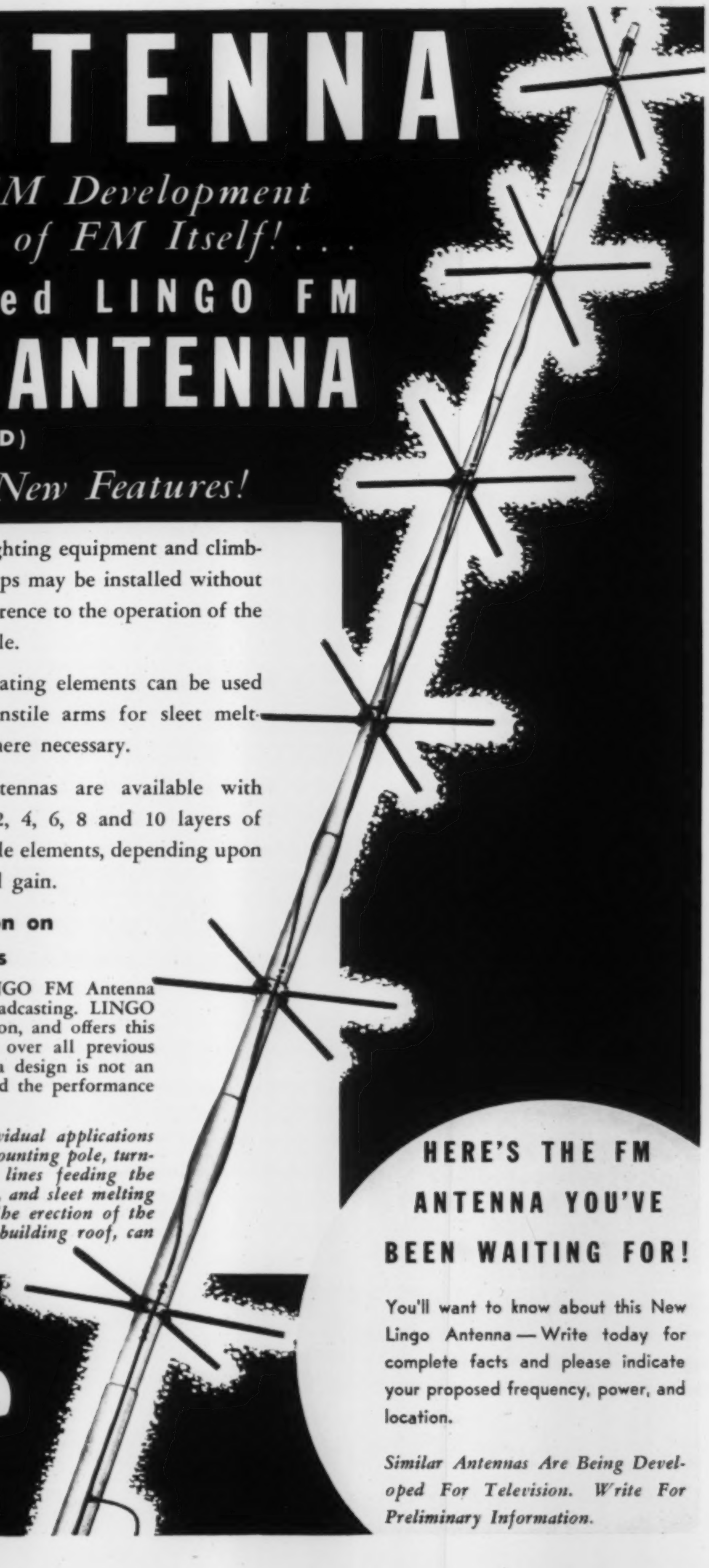
6. Heating elements can be used in turnstile arms for sleet melting where necessary.

7. Antennas are available with from 2, 4, 6, 8 and 10 layers of turnstile elements, depending upon desired gain.

Now Available For Installation on Towers or Building Roofs

The introduction of this new improved LINGO FM Antenna marks another progressive step in the march of Broadcasting. LINGO has pioneered in the field of Frequency Modulation, and offers this new turnstile antenna as a distinct improvement over all previous designs. This major improvement in FM Antenna design is not an experiment. It has been completely developed, and the performance has been proved by actual tests.

Quotations will be gladly submitted for individual applications only, and will include the essential tubular steel mounting pole, turnstile elements, coupling equipment, transmission lines feeding the elements, etc. Climbing steps, lighting equipment, and sleet melting units, are also available as optional equipment. The erection of the Turnstile Antenna on your supporting tower, or building roof, can also be included.



VERTICAL TUBULAR STEEL RADIATORS

HERE'S THE FM ANTENNA YOU'VE BEEN WAITING FOR!

You'll want to know about this New Lingo Antenna — Write today for complete facts and please indicate your proposed frequency, power, and location.

Similar Antennas Are Being Developed For Television. Write For Preliminary Information.

SIGNAL RANGE FOR HIGH FREQUENCY BROADCAST STATIONS

(THE RANGE IS BASED ON THEORETICAL CONSIDERATIONS OF THE PROPAGATION OF 46MC OVER LAND WITH A CONDUCTIVITY $\sigma = 5\times10^{-14}$ e.m.u. AND A DIELECTRIC CONSTANT $\epsilon = 15$ AND A RECEIVING ANTENNA HEIGHT OF 30 FEET-CALCULATED FOR A SPHERICAL EARTH)

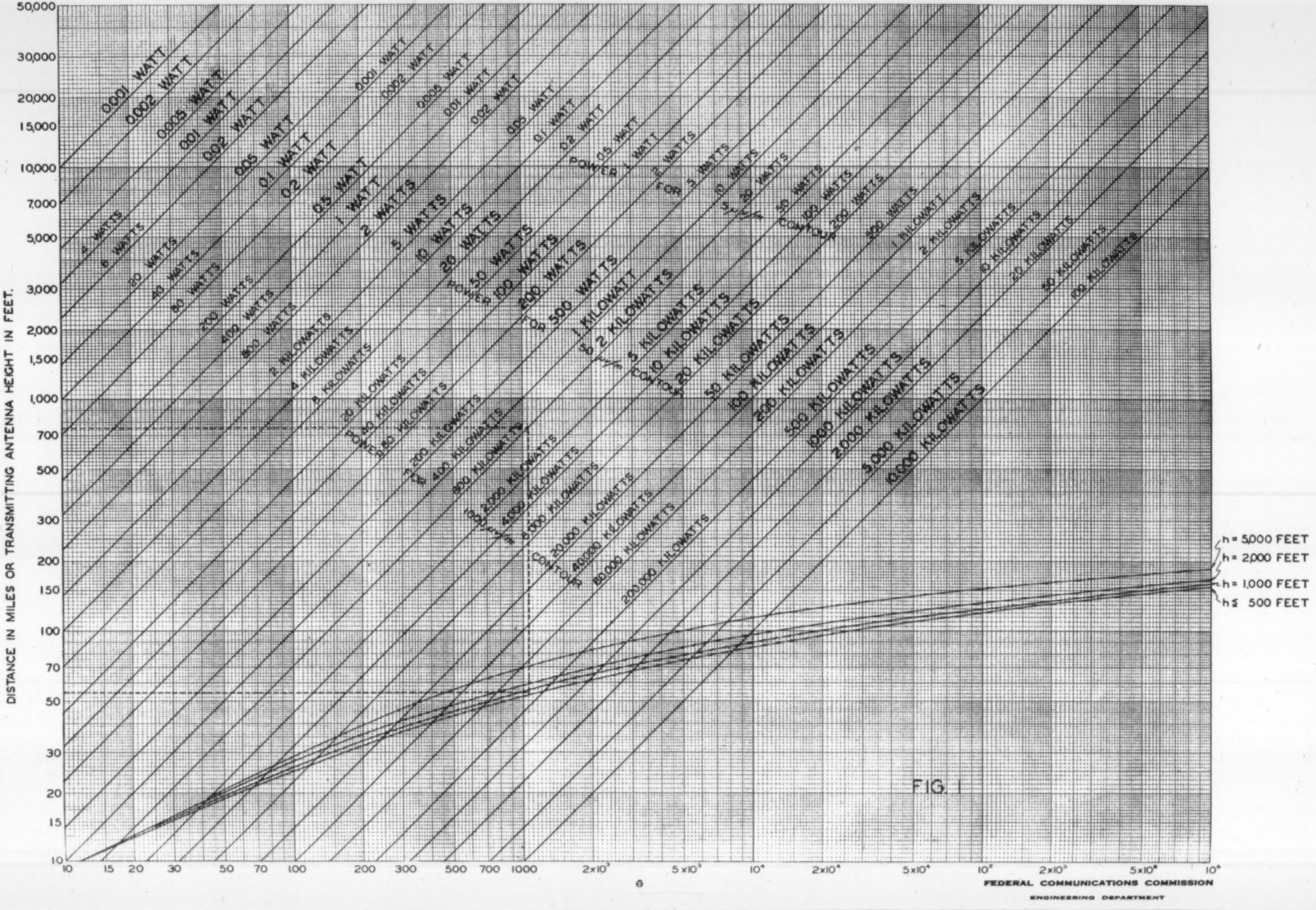


FIG. I

Standards of Good Engineering Practice Governing FM

(Continued from page 379)

tive to the design and acoustical treatment of studios. However, the design of studios, particularly the main, shall be compatible with the required performance characteristics of high frequency broadcast stations.

7. Indicating Instruments.

Section 3.237 requires that each high-frequency broadcast station have suitable indicating instruments for determining the plate circuit current and voltage to the final stage of the transmitter. In addition, high frequency broadcast stations are required to provide a suitable radio frequency ammeter to measure the antenna or transmission line current.

The requirements and specifications contained in the *Standards of Good Engineering Practice Concerning Standard Broadcast Stations*, Section 13, sub-sections A, B, (except a(6) and h), D, E, G, and H shall apply to indicating instruments used by high-frequency broadcast stations in compliance with this rule:

8. Requirements for Approval of Transmitters.

Sections 3.224, 3.241, 3.245 and 3.246 concerning the design, construction and technical operation of high-frequency broadcast equipment. In order to facilitate the filing of and action on applications for construction permits specifying equipment of standard manufacture, the Commission will approve, as complying with the technical requirements, such equipment by type subject to the following conditions and in accordance with the following procedure:

(a) Approval of equipment by the Commission is only to the effect that insofar as can be determined from the data supplied the equipment complies with the current requirements of good engineering practice and the technical Rules and Regulations of the Commission. The approval may be withdrawn upon subsequent inspection or operation showing the equipment is not as represented or does not comply with the technical rules and regulations of the Commission and the requirements of good engineering practice.

(b) Such approval shall not be construed to mean that the equipment will be satisfactory as the state of the art progresses and/or as the rules and regulations of the Commission may be changed as deemed advisable.

(c) Applicants specifying equipment of approved manufacture need not submit detailed descriptions and diagrams where the correct type number is specified provided the equipment, including the antenna tuning unit, is identical with that approved.

(d) In passing on equipment, no consideration is given by the Commission to patent rights.

(e) For approval of high-frequency broadcast transmitters, manufacturers shall submit FCC Form 319 completed with respect to all pertinent sections and the data set forth below, both of which shall be verified before a notary public.

(1) Photograph or drawings, or any evidence that construction is in accordance with the requirements of good engineering practice.

(2) Data and curves showing overall audio frequency response from 50 to 15,000 cycles for approximately 25, 50, and 100% modulation.

(3) Data on audio frequency harmonics for 25, 50, and 100% modulation for the fundamental frequencies of 50, 100, 400, 1,000, 5,000, 10,000 and 15,000 cycles.

(4) Data showing performance of preemphasis circuits.

(5) Carrier hum and extraneous noise generated within the equipment and measured as the level below 100% modulation.

(6) How output power is varied to compensate for power supply voltage variations.

(7) Data and curves on mean frequency stability for variations in ambient temperatures over the range encountered in practice.

(8) Data and curves on frequency stability for variations in power supply voltage from 85 to 115 per cent normal.

(9) Net sale price

(f) For approval of automatic frequency control equipment or modulation equipment for high frequency broadcast transmitters, manufacturers shall complete FCC Form 319 with respect to all pertinent sections as required for complete transmitters.

9. Requirements for Approval of Frequency Monitors.

Section 3.243 requires that the licensee of each high frequency broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be capable of maintaining an accuracy within at least one-half (1,000 cycles) of the permitted frequency deviation of the high-frequency broadcast station. Visual indication of the operating frequency shall be provided. (Further detailed specifications to be established).

10. Requirements for Approval of Modulation Monitors.

Section 3.235 requires all high-frequency broadcast stations to have in operation a modulation monitor. This monitor should have substantially the same performance as the std B/C monitor. (Further detailed specifications to be established).

11. Approved Equipment.

[To be supplied.]

12. High-frequency Broadcast Application Forms.

The Communications Act of 1934, as amended, and the rules and regulations of the Commission require that an application be made to the Commission for various authorizations. In order to be of aid to applicants there is set out below the correct forms to be submitted in making application for various authorizations applicable to high-frequency broadcast stations.

In general, these forms shall be completed in full, answering each specific section. The only exception is in the technical sections when in the case of standard equipment which has been approved by type number by the Commission or when no change in such equipment is involved, in which cases the manufacturer's name and type number of the approved equipment may be stated, or should be noted "no change" in each section applicable. All applications involving actual operation, such as license to cover construction permit renewal of license, etc., shall be completed in full regardless of whether such information has been previously filed with the Commission.

FCC Form 319—Application for high-frequency broadcast station construction permit or modification thereof shall be used for all applications for authority:

(1) To erect a new high-frequency broadcast station.

(2) Any change in assignment involving construction as listed in (3) to (6) below:

(3) To install new transmitter.

(4) To make any change affecting the maximum rated carrier power or type number of equipment.

(5) To change the location of the existing transmitter.

(6) To install new antenna system or make substantial change in an existing antenna system which may result in an increase in service.

(7) For modification of any outstanding construction permit which has not been covered by license.

FCC Form 320—Application for High-frequency Broadcast Station License shall be used for all applications for license:

(1) To cover construction permit.

(2) For regular authorization covering experimental authorization.

FCC Form 321—Application for Modification of High-frequency Broadcast Station License shall be used for all applications for modification of any term of an existing regular license of a high-frequency broadcast station where a construction permit is not required:

(1) Change of frequency.

(2) Change of coverage where the equipment at present installed is capable of satisfactory operation at the proposed coverage.

(3) Change or location of main studio.

(4) Change of name of licensee where no change in ownership is involved.

FCC Form 322—Application for Renewal of High-frequency Broadcast Station License shall be used for all applications for renewal of regular licenses of all high frequency broadcast stations.

ANNEX I

Description of Chart to be Used for Determining the Range of High-frequency Broadcast Stations

THE CHART [on opposite page] may be used in the following way for determining for a 30-foot receiving antenna the distance to the 50 microvolt per meter contour for a high-frequency station operating in the 42 to 50 mc. band. This distance is determined by the values of the transmitting antenna height, the antenna power and the antenna field gain. The method of using the chart is illustrated by the following example which is shown as a dashed line on the chart. In this example the transmitting antenna height is 750 feet; the antenna power is 500 watts and the antenna field gain is 2. The effective power to be used in connection with the chart is determined by multiplying the antenna power by the square of the antenna field gain; thus for the example the effective power would be 500 x 2 x 2 = 2000 watts or 2 kw. To determine the distance to the 50 microvolt per meter contour in the example given follow the 750-foot horizontal line over to the 45° line marked 2 kw. and proceed vertically downward to the point half way between the curved lines marked 1,000 feet and 500 feet; finally proceed horizontally again to the left to find that the expected range is 54.5 miles. By reversing the above procedure, the chart can, of course, be used for determining the power required for a given antenna height in order to cover a certain distance.

Additional power scales have been placed on the chart so that the distance to the 5 and 1,000 microvolt per meter contours may also be easily determined. In general, by using the scale marked Θ at the bottom of the chart, the distance to any desired contour may be determined.

$$\Theta = h \times P^{\frac{1}{2}} \times G \times \frac{50}{F}$$

h = transmitting antenna height expressed in feet.
$P^{\frac{1}{2}}$ = square root of the antenna power expressed in kilowatts
G = antenna field gain
F = desired field intensity expressed in microvolts per meter.

Having determined Θ by means of the above formula, the corresponding distance is determined by proceeding vertically on the chart at that value of to the appropriate curved line and then horizontally to the left to determine the distance.

ANNEX II

Field Intensity Measurements of High-frequency Broadcast Stations

WHERE REQUIRED by the *Standards of Good Engineering Practice Concerning High-frequency Broadcast Stations*, field intensity measurements shall be made with suitable measuring equipment having associated therewith a continuous recording device, the chart of which is either directly driven from the speedometer of the automobile in which the equipment is mounted, or so arranged that distances and identifying land marks may be readily noted. The measuring equipment must be calibrated against recognized standards of field intensity and so constructed that it will maintain an acceptable accuracy of measurement while in motion or stationary. The equipment should be so operated that the recorder chart can be calibrated directly in field intensity in order to facilitate analysis of the chart.

Measurements made to determine the performance of high-frequency broadcast stations in connection with interference studies of high-frequency broadcast stations should be made along roads which parallel as nearly as possible the radials shown on the topographic map submitted with the application for construction permit. Locations shall be noted on the recorder chart as frequently as necessary to determine the exact location of the car in order to definitely fix the relation between the measured field intensity and the location.

Where measurements are made to determine the signal in connection with problems of interference with other high-frequency broadcast stations, they shall be carried to a point well beyond the 0.005 or 0.1 mv/m contours, whichever is pertinent to the particular problem, in order that the data may be adequate to accurately determine any interference.

After measurements are completed, the recorder chart shall be divided into sections, each section representing the projection of the actual path followed in making the measurements upon the sector of the radial from the topographic map along which the measurements are made. The field intensities in each section of the chart shall be analyzed to determine the intensity expected 50 per cent of the distance (medium field) throughout the section and this median field intensity is then associated with the corresponding sector of the radial. The sectors must not be longer than one-tenth the service radius or more than 5 miles. The outer boundary of each sector along the radial shall then be considered as the extent of a particular field intensity contour in the particular direction of a radial.

When making measurements at some distance from the station, stationary records should be made to determine the conditions of fading of the signal.

Sufficient data are not available to establish the long distance interference propagation characteristics. In any case under study measurements should be made similar to that in the standard band. Also, special studies will be necessary to establish the variation of the signal in the service area with seasons, sun spot cycles etc.

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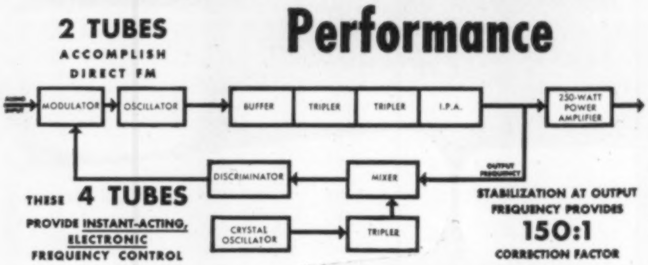
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THESE 4 TUBES
PROVIDE INSTANT-ACTING, ELECTRONIC FREQUENCY CONTROL
STABILIZATION AT OUTPUT FREQUENCY PROVIDES
150:1
CORRECTION FACTOR

*This control is so quick-acting that a 1/30-second time delay is introduced to prevent demodulation at frequencies above 30 cycles

YOUR assurance of reliable commercial operation lies in simplified circuit design—introduced by General Electric.

Circuit simplicity means fewer parts, fewer tubes, fewer circuits. Your G-E transmitter will require less floor space, will offer complete accessibility for inspection and maintenance *without disassembly*, and will present no difficult problem of adjustment or operation.

Frequency stability—of vital importance—is maintained easily in G-E transmitters by a simple circuit using only 4 tubes! It is instant-acting—completely electronic. *The reliability equals that of the finest AM transmitters now in use.*

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You will find G.E.'s other performance characteristics equally fine. Linearity, for example, is 0.25% up to ± 150-kc swing. Frequency response *from 30 to 16,000 cycles* is within 1 db of the RMA standard. Such performance spells distinction for your operations. Only G-E simplified circuit design offers so much.

The G-E line includes FM broadcast transmitters up to 5(kw; relays; antennas; tubes; crystals. For complete information, write, wire or phone the nearest G-E office without delay. General Electric, Schenectady, N. Y.

Broadcasting in '41

G-E Transmitting Tubes

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General Electric television systems—complete from studio equipment to antennas — are available in 1-kw and 10-kw ratings.

Special circuits, developed by G.E., make possible high definition at full output regardless of standards used.

A change of standards will not obsolete your investment in a G-E television transmitter.

The new G-E high-frequency transmitting tubes contribute to reliability and to stable, efficient performance.

G-E television equipment reflects extensive operating experience gained at W2XB in Schenectady.

G-E representatives will supply complete details.

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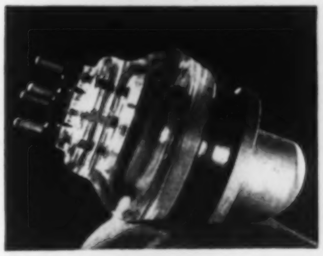
FOR STANDARD BROADCASTING →

. . . high-power stations the country over have long considered the GL-862 as their standard of performance. Developed by G.E. as the FT-1-B, it has maintained its leadership through constant improvement since it was first introduced. The GL-862 is typical of the high quality of the entire G-E line.

FOR INTERNATIONAL SERVICE



. . . GL-880's provide an ideal means of attaining 50-kw output. Full ratings apply up to 25 mc. And a pair of GL-880's gives an easy 50 kw for FM broadcasting as well. Short in size—yes—and long on economical performance.

FREQUENCY MODULATION

. . . now in full commercial status—finds ready use for the mite-sized GL-8002-R. Scarcely 5 inches tall, it delivers a good 1800 watts at 120 mc! Farsighted G-E engineers had it ready when FM arrived. Two GL-8002-R's are used in the G-E 3-kw FM broadcast transmitter.

AND TELEVISION

. . . top of today's broadcast spectrum—finds GL-889 invaluable. Small size, short leads, high stability—all make GL-889's eminently suited to both sight and sound channel transmissions. Like the GL-880 and GL-8002-R, it meets exacting low-frequency needs. All three were developed by G.E.

GENERAL ELECTRIC

160-8

Frequency Modulation (FM) Broadcasting Stations Authorized by the FCC

(Log completed to January 15, 1941)

Call Letters	Licensee and Location	Frequency in Mc.	Coverage (Sq. Mi.)	Polarization (Vertical or Horizontal)
W71NY	Bamberger Bcstg. Service New York City (WOR)	47.1	8,500	—
W45RG	Baton Rouge Bcstg. Co. Baton Rouge, La. (WJBO)	44.5	8,100	H
W47A	Capitol Broadcasting Co. Inc. Schenectady, N. Y.	44.7	6,589	H
W67C	Columbia Bcstg. System Chicago, Ill. (WBBM)	46.7	10,800	—
W87NY	Columbia Bcstg. System New York City (WABC)	48.7	8,500	—
W45V	Evansville on the Air Evansville, Ind. (WEOA-WGBF)	44.5	8,397	H
W45D	Evening News Assn. Detroit, Mich. (WWJ)	44.5	6,820	V
W55NY	William G. H. Finch New York City	45.5	8,500	V
W59NY	Frequency Broadcasting Corp. Brooklyn, N. Y.	45.9	8,500	H
W57A	General Electric Co. Schenectady, N. Y. (WGY)	45.7	6,600	H
W49BN	Howitt-Wood Radio Co. Inc. Binghamton, N. Y. (WNBF)	44.9	6,500	H
W55M	The Journal Co. Milwaukee, Wis. (WTMJ)	45.5	8,540	H
K45LA	Don Lee Broadcasting System Los Angeles (KHJ)	45.5	6,944	H
W63NY	Marcus Loew Booking Agency New York City	46.3	8,500	H
W75NY	Metropolitan Television Inc. New York City	47.5	8,500	—
W51NY	National Broadcasting Co. New York City (WEAF-WJZ)	45.1	8,500	H
W63C	National Broadcasting Co. Chicago, Ill. (WMAQ-WENR)	46.3	10,800	—
W47NV	Natl. Life & Accident Insurance Co. Nashville, Tenn. (WSM)	44.7	16,000	—
K47SL	Radio Service Corp. of Utah Salt Lake City (KSL)	44.7	623	V
W53H	Travelers Bcstg. Service Corp. Hartford, Conn. (WTIC)	45.3	6,100	H
W47P	Walker & Downing Radio Corp. Pittsburgh, Pa. (WWSW)	44.7	8,400	—
W45CM	WBNS Inc. Columbus, O. (WBNS)	44.5	12,400	H
W67PH	WCAU Broadcasting Co. Philadelphia (WCAU)	46.7	9,300	H
W65H	WDRC, Inc. Hartford, Conn.	46.5	6,100	—
W75P	Westinghouse Radio Stations, Inc. Pittsburgh, Pa. (KDKA)	47.5	8,400	—
W59C	WGN, Inc. Chicago, Ill.	45.9	10,800	—
W39B	The Yankee Network Inc. Boston, Mass. (WNAC-WAAB)	43.9	31,000	H
W51C	Zenith Radio Corp. Chicago, Ill.	45.1	10,760	V
W47C	WJJD Inc. Chicago, Ill.	44.7	10,800	—

---

* Companies manufacturing approved FM transmitting equipment: General Electric Co., Schenectady, N. Y.; Radio Engineering Laboratories Inc., 35 Thirty-sixth St., Long Island City, N. Y.; RCA Manufacturing Co., Camden, N. J.; Western Electric Co., 195 Broadway, New York City.

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FCC Rules Governing Television

Effective June 20, 1940

VISUAL BROADCAST SERVICE

4.61 *Defined.*—The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: Television broadcast stations and facsimile broadcast stations.

TELEVISION BROADCAST STATIONS

4.71 *Defined.*—The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set forth.

4.72 *Purpose.*—A license for a television broadcast station will be issued for the purpose of carrying on research, which must include engineering experimentation tending to develop uniform transmission standards of acceptable technical quality, and which may include equipment tests, training of technical personnel, and experimental programs.

4.73 *Licensing requirements, necessary showing.*—A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following:

(1) That the applicant has a definite program of research and experimentation in the technical phases of television broadcasting, which indicates reasonable promise of substantial contributions to the development of the television art.

(2) That upon the authorization of the proposed station the applicant can and will proceed immediately with its program of research.

(3) That the transmission of signals by radio is essential to the proposed program of research and experimentation.

(4) That the program of research and experimentation will be conducted by qualified personnel.

(5) That the applicant is legally, financially, technically, and otherwise qualified to carry forward the program.

(6) That public interest, convenience or necessity will be served through the operation of the proposed station.

4.74 *Charges.*—No charges either direct or indirect shall be made by the licensee of a television station for the production or transmission of either aural or visual programs transmitted by such station.

4.75 *Announcements.*—*(a) Station identification.* A licensee of a television broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (other than purely test operation) on the hour and half hour as provided below:

(1) Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

(2) In case of variety-show programs, baseball-game broadcasts, or similar program of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and half hour.

(3) In case of all other programs (except as provided in paragraphs (1) and (2) of this section) the identification announcement shall be made within 2 minutes of the hour and half hour.

(4) In making the identification announcement, the call letters shall be given only on the channel of the station identified thereby.

(b) At the time station identification announcements are made, there shall be added the following:

> *"This is a special television broadcast made by authority of the Federal Communications Commission for experimental purposes."*

4.76 *Operating requirements. (a)* Each licensee of a television broadcast station shall diligently prosecute its program of research from the time its station is authorized.

(b) Each licensee of a television station will from time to time make such changes in its operations as may be directed by the Commission for the purpose of promoting experimentation and improvement in the art of television broadcasting.

4.77 *Frequency assignment. (a)* The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally.

GROUP A

Channel No.	
1	50,000- 56,000 kc
2	60,000- 66,000 kc
3	66,000- 72,000 kc
4	78,000- 84,000 kc
5	84,000- 90,000 kc
6	96,000-102,000 kc
7	102,000-108,000 kc

GROUP B

Channel No.	
8	162,000-168,000 kc
9	180,000-186,000 kc
10	186,000-192,000 kc
11	204,000-210,000 kc
12	210,000-216,000 kc
13	234,000-240,000 kc
14	240,000-246,000 kc
15	258,000-264,000 kc
16	264,000-270,000 kc
17	282,000-288,000 kc
18	288,000-294,000 kc

GROUP C

Any 6000 kc band above 300,000 kc excluding band 400,000 to 401,000 kc.

(b) No television broadcast station will be authorized to use more than one channel in group A except for good cause shown. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized **channel.**

(c) No person (including all persons under common control) shall, didectly or indirectly, own, operate or control more than three television stations on channels in group A, and no such person shall, directly or indirectly, own, operate or control on channels in group A more than one television station which would serve in whole or substantial part the same service area as another station operated or controlled by such person. This paragraph *(c)* shall not apply to stations which do not transmit programs for public reception.

(d) Channels in Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

4.78 *Power.* The operating power of a television station shall be adequate for but not in excess of that necessary to carry forward the program of research and in no case in excess of the power specified in its license.

4.79 *Reports. (a)* A report shall be filed with each application for renewal of station license which shall include a statement of each of the following:

(1) Number of hours operated.

(2) Full data on research and experimentation conducted including the type of transmitting and studio equipment used and their mode of operation.

(3) Data on expense of operation during the period covered.

(4) Power employed, field intensity measurements and visual and aural observations and the types of instruments and receivers utilized to determine the service area of station and the efficiency of respective types of transmissions.

(5) Estimated degree of public participation in reception, and the results of public observation as to the efficiency of types of transmission.

(6) Conclusions, tentative and final.

(7) Program for further developments in television broadcasting.

(8) All developments and major changes in equipment.

(9) Any other pertinent developments.

(b) Special or progress reports shall be submitted from time to time as the Commission shall direct.

NATIONAL TELEVISION SYSTEMS COMMITTEE

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Director, Engineering Dept., Radio Manufacturers Assn.

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Stromberg Carlson Telephone Mfg. Co., Rochester, N. Y.—R. H. Manson, vice-president; Dr. George Town, alternate.

Zenith Radio Corp., 6001 Dickens Ave., Chicago—John R. Howland; J. E. Brown, alternate.

Bell Telephone Laboratories, 463 West St., New York City.

Television Productions, 1501 Broadway, New York City—Paul C. Raiburn.

PANELS

Panel No. 1—Peter C. Goldmark, CBS, chairman. System Analysis: The analysis of foreign and proposed American television systems.

Panel No. 2—Dr. A. N. Goldsmith, New York, chairman. Subjective Aspects: The influence of physiological and psychological factors in the determination of system characteristics.

Panel No. 3—J. E. Brown, Zenith Radio Corp., chairman. Television Spectra: Consideration of sound and picture channel widths and locations.

Panel No. 4—E. W. Engstrom, RCA Mfg. Co., chairman. Transmitter Power: The consideration of transmitter output ratings, modulation capabilities and the relation between power requirements of picture and sound channels.

Panel No. 5—B. Ray Cummings, Farnsworth Television and Radio Co., chairman. Transmitter Characteristics: Consideration of essential system characteristics of the transmitter (signal polarity, black level, etc.)

Panel No. 6—I. J. Kaar, General Electric Co., chairman. Transmitter-Receiver Coordination: Consideration of the essential factors requiring coordination in the design of receivers and transmitters (side-band distribution, audio pre-emphasis, etc.)

Panel No. 7—D. E. Hartnett, Hazeltine Service Corp., chairman. Picture Resolution: Consideration of the factors influencing picture detail (aspect ratio, frame frequency, interlace, etc.

Panel No. 8—Dr. T. T. Goldsmith, Allen B. DuMont Laboratories, chairman. Synchronization: Consideration of methods and means of accomplishing synchronization.

Panel No. 9—David B. Smith, Philco Corp., chairman. Radiation Polarization: Consideration of the factors influencing a choice of the polarization of the radiated wave.

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ALLEN B. DU MONT LABORATORIES—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. Officials: Allen B. Du Mont, president; Mortimer W. Loewi, vice-president; Paul Raibourn, treasurer; Bernard Goodwin, secretary. Branch: 515 Madison Ave., New York City; telephone, Plaza 5-9030. (Experimental station and manufacture of television apparatus.)

AMERICAN TELEVISION Corp.—333 W. 52nd St., New York City. Telephone: Columbus 5-7144. Officials: Samuel M. Saltzman, president; Dewey Bullock, vice-president; Edward C. Santilli, secretary-treasurer; A. H. Pogson, assistant treasurer; Al Ekstrand, chief engineer; Marshall P. Wilder, consultant; Miss Patsy Burke Green, program director. (Manufacturer of receivers.)

BAIRD TELEVISION Corp. — New York Office, 1600 Broadway. Telephone: Circle 6-4848. Consultant: Paul J. Larsen. (Affiliated with Baird Television Ltd., London.)

BELL TELEPHONE LABORATORIES—463 West St., New York City. Telephone: Chelsea 3-1000. (Visual transmission and coaxial cable experimentation.)

CHICAGO TELEVISION & RESEARCH LABORATORIES, Inc.—5437 Winthrop Ave., Chicago, Ill. Telephone: Ravenswood 9841. President: Col. Wilfrid G. McCarthy. Vice-President: James S. Schonberg. Associates: Harold J. McCreary, George W. Taylor, John S. Newman, Frank Brunner.

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York City. Telephone: Wickersham 2-2000. Television executives: Adrian Murphy, executive director of television; Leonard H. Hole, manager of television operations; Dr. Peter C. Goldmark, chief television engineer; Gilbert Seldes, director of television programs; John N. Dyer, assistant chief television engineer; Worthington Miner, television director; Ruth Norman, assistant television director. (Experimental station and research.)

CROSLEY RADIO Corp.—1329 Arlington St., Cincinnati, O. Telephòne: Kirby 4800. Technical Director: R. J. Rockwell. Chief Television Engineer: J. R. Duncan. (Experimental laboratory.)

DON LEE BROADCASTING SYSTEM—1076 W. 7th St., Los Angeles, Cal. Telephone: Vandyke 7111. Officials: Lewis Allen Weiss, vice-president and general manager; Harry R. Lubcke, director of television; Wilbur E. Thorp, assistant director of television; Thomas C. Sawyer, television producer; Raymond Coffin, television producer; Frank de Beaulieu, portable pickup producer. (Experimental station and research.)

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FIRST NATIONAL TELEVISION AND RADIO INSTITUTE—816 Locust St., Kansas City, Mo. Telephone: Harrison 5620. Executives: J. G. Suor, president; C. V. Peterson, treasurer and general manager. (Experimental station and school.)

GENERAL ELECTRIC Co.—Schenectady, N. Y. (transmitters). Telephone: Schenectady 4-2211. Bridgeport, Conn. (receivers). Telephone: Bridgeport 4-1121. Officials: Dr. W. R. G. Baker, manager, Radio & Television Dept. Asociates: G. W. Henyan, transmitters; P. F. Hadlock, receivers; V. M. Lucas, U. S. Government; W. R. David, FM and Television; E. H. Fritschel, transmitting tubes; A. A. Brandt, television and broadcast sales; C. H. Bell, FM receivers; F. A. Ray, custom receivers; H. W. Bennett, receiver tubes. (Television transmitters and receivers; FM transmitters and receivers; experimental stations.)

INTERNATIONAL TELEVISION RADIO Corp.—71 W. 23rd St., New York City. Telephone: Stuyvesant 9-2416. President: William H. Priess.

KALORAMA LABORATORY — 168 Coit St., Irvington, N. J. Telephone: Essex 3-2211. Executive Vice-President; Emil A. Kern. (Experimental television and equipment.)

MIDLAND TELEVISION Inc. — Power & Light Bldg., Kansas City. Telephone: Harrison 5852. Officials: G. L. Taylor, president; N. G. Souther, vice-president; Arthur B. Church, KMBC, treasurer. Branch: Tower Bldg., Washington Bldg., Washington, D. C.; telephone, District 2141; Paul Henderson, manager. Branch: Guardian Bldg., Cleveland, O.; telephone, Main 8725; Glenn Willard, manager. (Radio and television technical school.)

NATIONAL BROADCASTING Co.—RCA Bldg., New York City. Telephone: Circle 7-8300. Officials Assigned to Television: Alfred H. Morton, vice-president in charge of television coordinator; Noran E. Kersta, assistant to coordinator; O. B. Hanson, vice-president and chief engineer; Thomas H. Hutchinson, television program manager; Robert M. Morris, development engineer; R. E. Shelby, television operations engineer. (Experimental station.)

NATIONAL TELEVISION & MANUFACTURING Corp.—260 Sherman Ave., Newark, N. J. Telephone: Bigelow 3-3811. President: H. A. Yerkes. (Television research and development.)

PHILCO RADIO & TELEVISION Co.—Tioga & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Engineer in Charge of Station W3XE: William N. Parker.

PURDUE UNIVERSITY — West Lafayette, Ind. Telephone: 2917. Directors: Dr. C. Francis Harding, Prof. R. H. George, Prof. H. J. Heim. (Experimental station W9XG.)

RCA MFG Co. Inc.—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Television Officials: T. F. Joyce, vice-president in charge of television; J. E. Heney, television reciver sales; E. O. Johnson, television receiver service; T. A. Smith, television transmitter sales; Harry Sadenwater, television projects; M. A. Trainer, television terminal apparatus; R. D. Kell, television research; I. G. Maloff, television projection research; H. E. Gihring, television transmitters; K. A. Chittick, television receiver design; C. E. Burnett, engineering on Kinescopes, Iconoscopes and Orthicons.

UNIVERSITY OF IOWA — Iowa City, Ia. Television Research: Prof. E. B. Kurtz, head of Electrical Engineering Dept.; R. C. Kent, E. S. Lonsdale.

WALD RADIO & TELEVISION LABORATORIES Inc—1501 Broadway, New York City. Telephone: Lackawanna 4-0655. Officials: George Wald, president; Ralph Vatner, vice-president and general counsel; Robert Robins, secretary-treasurer. (Patent holding, research, experimentation.)

ZENITH RADIO Corp.—6001 Dickens Ave., Chicago, Ill. Telephone: Berkshire 7500. Engineer in Sharge of Television Activities: J. E. Brown.

Television Stations Authorized by the FCC

(As of Jan. 1, 1941 in accordance with Rules 4.61-4.79)

CHANNELING SYSTEM

GROUP A

Channel No.	
1	50,000-60,000 kc.
2	60,000-66,000 kc.
3	66,000-72,000 kc.
4	78,000-84,000 kc.
5	84,000-90,000 kc.
6	96,000-102,000 kc.
7	102,000-108,000 kc.

GROUP B

Channel No.	
8	162,000-168,000 kc.
9	180,000-186,000
10	186,000-192,000 kc.
11	204,000-210,000
12	210,000-216,000 kc.
13	234,000-240,000
14	240,000-246,000
15	258,000-264,000 kc.
16	264,000-270,000
17	282,000-288,000
18	288,000-294,000

GROUP C

Any 6,000 kc. band above 300,000 kc., excluding band 400,000-401,000 kc.

Licensee and Location	Call Letters	Channel No.	Power in Watts	
			Visual	Aural
Earle C. Anthony Inc., Los Angeles, Cal.	†W6XEA	6	1,000	1,000
Balaban & Katz Corp., Chicago Ill.	†W9XBK	2	1,000	1,000
Balaban & Katz Corp., Chicago, Ill. . . .	†W9XBT	11 & 12	250	. . . .
Bamberger Broadcasting Service, New York City	†W2XBB	6	1,000	1,000
Columbia Broadcasting System, New York City	W2XAB	1	7,500	7,500
Columbia Broadcasting System, New York City	W2XCB	Group C	6½	. . . .
Columbia Broadcasting System, Los Angeles, Cal.	†W6XCB	4	1,000	1,000
Crosley Corp., Cincinnati, O.	†W8XCT	1	1,000	1,000
Allen B. Du Mont Laboratories, New York City	W10XKT	15 & 16	50	50
Allen B. Du Mont Laboratories, Washington, D. C.	W3XWT	1	1,000	1,000
Allen B. Du Mont Laboratories, Passaic, N. J.	W2XVT	4	50	50
Allen B. Du Mont Laboratories, Passaic, N. J.	W2XWV	4	1,000	1,000
First National Television Inc., Kansas City, Mo.	W9XAL	*	300	150
General Electric Co., Schenectady, N. Y.	W2XD	8	40	. . . .
General Electric Co., New Scotland, N. Y.	W2XB	. . .	10,000	3,000
General Electric Co., New Scotland, N. Y.	W2XI	8	10	. . . .
General Electric Co., Schenectady, N. Y.	W2XH	18	40	. . . .
General Television Corp., Boston, Mass.	W1XG	*	500	. . . .
Hughes Productions Division of Hughes Tool Co., Los Angeles, Cal.	†W6XHH	2	1,000	1,000
Hughes Productions Division of Hughes Tool Co., San Francisco, Cal.	†W6XHT	2	10,000	10,000
The Journal Co., Milwaukee, Wis.	†W9XMJ	3	1,000	1,000
Kansas State College of Agriculture & Applied Science, Manhattan, Kan.	†W9XAK	1	100	100
Don Lee Broadcasting System,	W6XAO	1	1,000	150
Don Lee Broadcasting System, San Francisco, Cal.	W6XDL	1	1,000	1,000
Don Lee Broadcasting System, Los Angeles, Cal.	W6XDU	Group C	6½	. . .
Leroy's Jewelers, Los Angeles, Cal.	†W6XIJ	10	1,000	1,000
May Department Stores Co., Los Angeles, Cal.	†W6XMC	12	1,000	1,000
Metropolitan Television Inc., New York City	†W2XMT	8	250	1,000
National Broadcasting Co., New York City	W2XBS	1	12,000	15,000
National Broadcasting Co., New York City	W2XBU	17 & 18	15	. . . .
National Broadcasting Co., New York City	W2XBT	8	400	100
National Broadcasting Co., Washington, D. C.	†W3XNB	2	1,000	1,000
National Broadcasting Co., Philadelphia, Pa.	†W3XPP	7	1,000	1,000
Philco Radio & Television Corp., Philadelphia, Pa.	W3XE	3	10,000	10,000
Philco Radio & Television Corp., Philadelphia, Pa.	W3XP	13 & 14	15	. . . .
Purdue University, West Lafayette, Ind.	W9XG	3	750	750
RCA Manufacturing Co., Camden, N. J.	W3XAD	Group C	500	500
RCA Manufacturing Co. Camden, N. J.	W3XEP	5	30,000	30,000
State University of Iowa, Iowa City, Ia.	W9XUI	1 & 12	100	. . . .
Television Production Inc., Los Angeles, Cal.	†W6XYZ	4	1,000	1,000
Television Productions Inc., Los Angeles, Cal.	†W6XLA	13 & 14	250	. . . .
WCAU Broadcasting Co., Philadelphia, Pa.	†W3XAU	5	1,000	1,000
Zenith Radio Corp., Chicago, Ill.	W9XZV	1	1,000	1,000

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† Construction permit.

*Station required to apply for modification of license for new frequencies by Jan. 1, 1941.

Paul F. Godley

Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

FCC Regulations Governing Standard Broadcast Services

Part 3 of Rules and Regulations, Effective June 25, 1940, as Revised to Oct. 5, 1940

[See page 374 for Subpart B, Specific Rules Governing High-Frequency (FM) Broadcast Stations]

NOTE

The following parallel reference table will show the section numbers of Part 3 which were made effective Aug. 1, 1939, with the corresponding new section numbers of Part 3 recently adopted and now in effect. These rules include the rules governing high-frequency broadcast stations, adopted by the Commission on June 21, 1940 [see Page 394], together with all amendments to date.

Old Section Nos.	*New Section Nos.*
Subpart A—Rules Governing Standard Broadcast Stations	
3.1 to 3.16	3.1 to 3.16
3.21 3.34	3.21 3.34
3.41 3.46	3.41 3.46
3.51 3.64	3.51 3.64
3.71 3.86	3.71 3.86
Subpart B—Rules Governing High-Frequency Broadcast Stations	
New Sections	3.201-3.213
New Sections	3.221-3.231
New Sections	3.241-3.248
New Sections	3.251-3.253
New Section	3.261
Subpart C—General Rules Applicable to Both Standard and High-Frequency Broadcast Stations	
3.88 to 3.94	3.401 to 3.408
3.101 3.104	3.421 3.424

SUBPART A—RULES GOVERNING STANDARD BROADCAST STATIONS

Definitions[1]

3.1 *Standard broadcast station.* The term "standard broadcast station" means a station licensed for the transmission of radio-telephone emissions primarily intended to be received by the general public and operated on a channel in the band 550-1600 kilocycles, inclusive.

3.2 *Standard broadcast band.* The term "standard broadcast band" means the band of frequencies extending from 550-1600 kilocycles, inclusive, both 550 kilocycles and 1600 kilocycles being the carrier frequencies of broadcast channels.

3.3 *Standard broadcast channel.* The term "standard broadcast channel" means the band of frequencies occupied by the carrier and two side bands of a broadcast signal with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to standard broadcast stations shall begin at 550 kilocycles and be in successive steps of 10 kilocycles.

3.4 *Dominant station.* The term "dominant station" means a class I station, as hereinafter defined, operating on a clear channel.

3.5 *Secondary station.* The term "secondary station" means any station except a class I station operating on a clear channel.

3.6 *Daytime.* The term "daytime" means that period of time between local sunrise and local sunset.

3.7 *Nighttime.* The term "nighttime" means that period of time between local sunset and 12 midnight local standard time.

3.8 *Sunrise and sunset.* The terms "sunrise and sunset" mean, for each particular location and during any particular month, the average time of sunrise and sunset as specified in the license of a broadcast station. (For tabulation of average sunrise and sunset times for each month at various points in the United States, see "Average Sunrise and Sunset Time".

3.9 *Broadcast day.* The term "broadcast day" means that period of time between local sunrise and 12 midnight local standard time.

3.10 *Experimental period.* The term "experimental period" means that time between 12 midnight and local sunrise. This period may be used for experimental purposes in testing and maintaining apparatus by the licensee of any standard broadcast station on its assigned frequency and with its authorized power, provided no interference is caused to other stations maintaining a regular operating schedule within such period. No station licensed for "daytime" or "specified hours" of operation may broadcast any regular or scheduled program during this period.

3.11 *Service Areas.* (a) The term "primary service area" of a broadcast station means the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) The term "secondary service area" of a broadcast station means the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

(c) The term "intermittent service area" of a broadcast station means the area receiving service from the ground wave but beyond the primary service area and subject to some interference and fading.

3.12 *Main studio.* The term "main studio" means, as to any station, the studio from which the majority of its local programs originate and/or from which a majority of its station announcements are made of programs originating at remote points.

3.13 *Portable transmitter.* The term "portable transmitter" means a transmitter so constructed that it may be moved about conveniently from place to place, and is in fact so moved about from time to time, but not ordinarily used while in motion. In the standard broadcast band, such a transmitter is used in making field intensity measurements for locating a transmitter site for a standard broadcast station. A portable broadcast station will not be licensed in the standard broadcast band for regular transmission of programs intended to be received by the public.

3.14 *Auxiliary transmitter.* The term "auxiliary transmitter" means a transmitter maintained only for transmitting the regular programs of a station in case of failure of the main transmitter.

3.15 *Combined audio harmonics.* The term "combined audio harmonics" means the arithmetical sum of the amplitudes of all the separate harmonic components. Root sum square harmonic readings may be accepted under conditions prescribed by the Commission.

3.16 *Effective field.* The term "effective field" or "effective field intensity" is the root-mean-square (RMS) value of the inverse distance fields at a distance of 1 mile from the antenna in all directions in the horizontal plane.

ALLOCATION OF FACILITIES

3.21 *Three classes of standard broadcast channels.*

(a) *Clear channel.* A "clear channel" is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference within their primary service areas and over all or a substantial portion of their secondary service areas.

(b) *Regional channel.* A "regional channel" is one on which several stations may operate with powers not in excess of 5 kilowatts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

(c) *Local channel.* A "local channel" is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

3.22 *Classes and power of standard broadcast stations.*

(a) *Class I station.* A "class I station" is a dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Its primary service area is free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area free from interference, except from stations on the adjacent channel, and from stations on the same channel in accordance with the channel designation in section 3.25 or in accordance with the "Engineering Standards of Allocation." The operating power shall be not less than 10 kilowatts nor more than 50 kilowatts. (Also see section 3.25 (a) for further power limitation.)

(b) *Class II station.* A "class II station" is a secondary station which operates on a clear channel (see section 3.25) and is designed to render service over a primary service area which is limited by and subject to such interference as may be received from class I stations. A station of this class shall operate with power not less than 0.25 kilowatts nor more than 50 kilowatts. Whenever necessary, a class II station shall use a directional antenna or other means to avoid interference with class I stations and with other class II stations, in accordance with the Engineering Standards of Allocation.

(c) *Class III station.* A "class III station" is a station which operates on a regional channel and is designed to render service primarily to a metropolitan district[1a] and the rural area contiguous thereto. Class III stations are subdivided into two classes:

(1) *Class III-A station.* A "class III-A station" is a class III station which operates with power not less than 1 kilowatt nor more than 5 kilowatts, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(2) *Class III-B station.* A "class III-B station" is a class III station which operates with a power not less than 0.5 kilowatt nor more than 1 kilowatt night and 5 kilowatts daytime, and the service area of which is subject to interference in accordance with the Engineering Standards of Allocation.

(d) *Class IV station.* A "class IV station" is a station operating on a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kilowatt nor more than 0.25 kilowatt, and its service area is subject to interference in accordance with the Engineering Standards of Allocation.

3.23 *Time of operation of the several classes of stations.*[2] The several classes of standard broadcast stations may be licensed to operate in accordance with the following:

(a) "Unlimited time" permits operation without a maximum limit as to time.

(b) "Limited time" is applicable to Class II (secondary stations) operating on a clear channel only. It permits operation of the secondary station during daytime, and until local sunset if located west of the dominant station on the channel, or if located east thereof, until sunset at the dominant station, and in addition during night hours, if any, not used by the dominant station or stations on the channel.

(c) "Daytime" permits operation during the hours between average monthly local sunrise and average monthly local sunset. (For exact time of sunset at any location, see "Average and Sunset Times.")

(d) "Sharing time" permits operation during hours which are so restricted by the station license as to require a division of time with one or more other stations using the same channel.

(e) "Specified hours" means that the exact operating hours are specified in the license. (The minimum hours that any station shall operate are specified in section 3.71.)

3.24 *Broadcast facilities; showing required.* An authorization for a new standard broadcast station or increase in facilities of an existing station[3] will be issued only after a satisfactory showing has been made in regard to the following, among others:

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[1] Other definitions which may pertain to standard broadcast stations are included in sections 2.1 to 2.35 and the Communications Act of 1934, as amended.

[1a] The term "metropolitan district" as used in this subsection is not limited in accordance with the definition given by the Bureau of the Census but includes any principal center of population in any area.

[2] Formal application required for change in time of operation of existing broadcast station.

See Standards of Good Engineering Practice for form number.

[3] Formal application required. See Standards of Good Engineering Practice for form number.

(a) That the proposed assignment will tend to effect a fair, efficient, and equitable distribution of radio service among the several states and communities.

(b) That objectionable interference will not be caused to existing stations or that if interference will be caused the need for the proposed service outweighs the need for the service which will be lost by reason of such interference. That the proposed station will not suffer interference to such an extent that its service would be reduced to an unsatisfactory degree. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation.)

(c) That the applicant is financially qualified to construct and operate the proposed station.[4]

(d) That the applicant is legally qualified. That the applicant (or the person or persons in control of an applicant corporation or other organization) is of good character and possesses other qualifications sufficient to provide a satisfactory public service.

(e) That the technical equipment proposed, the location of the transmitter, and other technical phases of operation comply with the regulations governing the same, and the requirements of good engineering practice. (See technical regulations herein and Locations of Transmitters of Standard Broadcast Stations.)

(f) That the facilities sought are subject to assignment as requested under existing international agreements and the Rules and Regulations of the Commission.

(g) That the public interest, convenience, and necessity will be served through the operation under the proposed assignment.

FREQUENCY ALLOCATIONS BY CLASSES OF STATIONS

3.25 *Clear channels; classes I and II.* The frequencies in the following tabulation are designated as clear channels and assigned for use by the classes of stations as given:

(a) To each of the channels below there will be assigned one class I station and there may be assigned one or more class II stations operating limited time or daytime only: **640, 650, 660, 670, 700, 720, 740, 750, 760, 770, 800, 810, 820, 830, 850, 860, 870, 980, 990, 1000, 1070, 1090, 1130, 1150, 1170,** and 1190 kilocycles. The power of the Class I stations on these channels shall not be less than 50 kilowatts.

(b) To each of the channels below there may be assigned class I and class II stations: 680, 710, 790, 970, 1020, 1040, 1050, 1060, 1080, 1100, 1110, 1140, 1160, 1180, 1460, 1470, 1480 and 1490 kilocycles.

3.26 *Regional channels; classes III-A and III-B.* The following frequencies are designated as regional channels and are assigned for use by class III-A and class III-B stations[5]: 550, 560, 570, 580, 590, 600, 610, 620, 630, 780, 880 890, 900, 920, 930, 940, 950, 1010, 1120, 1220, 1230, 1240, 1250, 1260, 1270, 1280, 1290, 1300, 1320, 1330, 1340, 1350, 1360, 1380, 1390, 1400, 1410, 1430, 1440, 1450, 1530, and 1550 kilocycles.

3.27 *Local channels; class IV.* The following frequencies are designated as local channels and are assigned for use by class IV stations: 1200, 1210, 1310, 1370, 1420, and 1500 kilocycles.

3.28 *Assignment of stations to channels.* The individual assignments of stations to channels shall be made in accordance with the standards of good engineering practice prescribed and published from time to time by the Commission for the respective classes of stations involved. (For determining objectionable interference, see Engineering Standards of Allocation and Field Intensity Measurements in Allocation, section C.)

3.29 *Assignment of class IV stations to regional channels.* On condition that interference will not be caused to any class III station, and that the channel is used adequately and properly for class III stations and subject to such interference as may be received from class III stations, class IV stations may be assigned to regional channels.

3.30 *Station location.*

(a) Each standard broadcast station shall be considered located in the State and city where the main studio is located.

(b) The transmitter of each standard broadcast station shall be so located that primary service is delivered to the city in which the main studio is located, in accordance with the Standards of Good Engineering Practice, prescribed by the Commission.

3.31 *Authority to move main studio.* The licensee of a standard broadcast station shall not move its main studio outside the borders of the city, State, district, Territory, or possession in which it is located without first making written application[6] to the Commission for authority to so move, and securing written permission for such removal. A licensee need not obtain permission to move the main studio from one location to another within a city or town, but shall promptly notify the Commission of any such change in location.

3.32 *Special experimental authorizations.*

(a) Special experimental authorizations[7] may be issued to the licensee of a standard broadcast station in addition to the regular license upon proper application therefor[6] and satisfactory showing in regard to the following, among others:

(1) That the applicant has a program of research and experimentation which indicates reasonable promise of contribution to the development and practical application of broadcasting, and will be in addition to and advancement of the work that can be accomplished under its regular license.

(2) That the experimental operation and experimentation will be under the direct supervision of a qualified engineer with an adequate staff of engineers qualified to carry on the program of research and experimentation.

(3) That the public interest, convenience, and necessity will be served by granting the authorization requested.

(b)[8] In case a special experimental authorization permits additional hours of operation, no licensee shall transmit any commercial or sponsored program or make any commercial announcement during such time of operation. In case of other additional facilities, no additional charge shall be made by reason of transmission with such facilities.

(c) A special experimental authorization will not be extended after the actual experimentation is concluded.

(d) The program of research and experimentation as outlined in the application for a special experimental authorization shall be adhered to in the main unless the licensee is authorized to do otherwise by the Commission.

(e) The Commission may require from time to time a broadcast station holding such experimental authorization to conduct experiments that are deemed desirable and reasonable.

(f) A supplemental report shall be filed with and made a part of each application for an extension of a special experimental authorization and shall include statements of the following:

(1) Comprehensive summary of all research and experimentation conducted.

(2) Conclusions and outline of proposed program for further research and development.

(3) Comprehensive summary and conclusions as to the social and economic effects of its use.

3.33 *Directional antenna; Showing required.*

(a) No application for authority to install a directional antenna[9] will be accepted unless a definite site and full details of the design of the directional antenna are given with the application. (See Data Required with Applications Involving Directional Antenna Systems.)

(b) No application for an authorization to operate a directional antenna during the broadcast day will be accepted unless proof of performance of the directional antenna taken during equipment test period is submitted with the application. (See Field Intensity Measurements in Allocation, section B.)

3.34 *Normal license period.* All standard broadcast station licenses will be issued so as to expire at the hour of 3 a.m., Eastern Standard Time, and will be issued for a normal license period of 1 year, expiring as follows:

(a) For stations operating on the frequencies 640, 650, 660, 670, 680, 700, 710, 720, 740, 750, 760, 770, 790, 800, 810, 820, 830, 850, 860, 870, 970, 980, 990, 1000, 1020, 1040, 1050, 1060, 1070, 1080, 1090, 1100, 1110, 1130, 1140, 1150, 1160, 1170, 1180, 1190, 1460, 1470, 1480, and 1490 kilocycles, February 1.

(b) For stations operating on the frequencies 550, 560, 570, 580, 590, 600, 610, 620, 630, 780, 880, 890, 900, and 920 kilocycles, April 1.

(c) For stations operating on the frequencies 930, 940, 950, 1010, 1120, 1220, 1230, 1240, 1250, 1260, 1270, 1280, and 1290 kilocycles, June 1.

(d) For stations operating on the frequencies 1300, 1320, 1330, 1340, 1350, 1360, 1380, 1390, 1400, 1410, 1430, 1440, 1450, 1530, and 1550 kilocycles, August 1.

(e) For stations operating on the frequencies 1200, 1210, and 1310 kilocycles, October 1.

(f) For stations operating on the frequencies 1370, 1420, and 1500 kilocycles, December 1.

EQUIPMENT

3.41 *Maximum rated carrier power; tolerances.* The maximum rated carrier power of a standard broadcast transmitter shall not be less than the authorized power nor shall it be greater than the value specified in the following table:

Class of station	Maximum power authorized to station	Maximum rated carrier power permitted to be installed[1]
		watts
Class IV	100 or 250 watts	250
Class III	500 or 1,000 watts	1,000
	5,000 watts	5,000
Class II	250, 500, or 1,000 watts	1,000
	5,000 or 10,000 watts	10,000
	25,000 or 50,000 watts	50,000
Class I	10,000 watts	10,000
	25,000 or 50,000 watts	50,000

[1] The maximum rated carrier power must be distinguished from the operating power. (See sections 2.18 and 2.19.)

3.42 *Maximum rated carrier power; how determined.* The maximum rated carrier power of a standard broadcast transmitter shall be determined as the sum of the applicable power ratings of the vacuum tubes employed in the last radio stage.

(a) The power rating of vacuum tubes shall apply to transmitters employing the different classes of operation or systems of modulation as specified in Power Rating of Vacuum Tubes prescribed by the Commission.

(b) If the maximum rated carrier power of any broadcast transmitter, as determined by paragraph (a) of this section, does not give an exact rating as recognized in the Commission's plan of allocation, the nearest rating thereto shall apply to such transmitter.

(c) Authority will not be granted to employ, in the last radio stage of a standard broadcast transmitter, vacuum tubes from a manufacturer or of a type number not listed until the manufacturer's rating for the class of operation or system of modulation is submitted to and approved by the Commission. These data must be supplied by the manufacturer in accordance with Requirements for the Approval of the Power Rating of Vacuum Tubes, prescribed by the Commission.

3.43 *Changes in equipment; authority for.* No licensee shall change, in the last radio stage, the number of vacuum tubes to vacuum tubes of different power rating or class of operation, nor shall it change system of modulation without the authority of the Commission.[10]

3.44 *Other changes in equipment.* Other changes except as provided for in these rules or Standards of Good Engineering Practice, prescribed by the Commission, which do not affect the maximum power rating or operating power of the transmitter or the operation or precision of the frequency control equipment may be made at any time without authority of the Commission, but in the next succeeding application for renewal of license such changes which affect the information already on file shall be shown in full.

(*Continued on page 392*)

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[4] See Money Required to Construct and Complete Electrical Tests of Stations of Different Classes and Powers.

[5] See section 3.29 in regard to assigning class IV stations to regional channels.

[6] Formal application required. See standards of Good Engineering Practice for form number.

[7] Special authorizations which do not involve experimental operation may be granted pursuant to section 1.365.

[8] The Commission on September 24, 1940, advanced the effective date of section 3.32 (b) to March 29, 1941.

[9] Formal application required. See Standards of Good Engineering Practice for form number.

[10] Formal application required. See Standards of Good Engineering Practice for form number.

FCC Regulations Governing Standard Broadcast Services

Part 3 of Rules and Regulations, Effective June 25, 1940, as Revised to Oct. 5, 1940

(Continued from page 391)

3.45 *Radiating system.*

(a) All applicants for new, additional, or different broadcast facilities and all licensees requesting authority to move the transmitter of an existing station shall specify a radiating system the efficiency of which complies with the requirements of good engineering practice for the class and power of the station. (Also see Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

(b) The Commission will publish from time to time specifications deemed necessary to meet the requirements of good engineering practice. (See Minimum Antenna Heights or Field Intensity Requirements and Field Intensity Measurements in Allocation, section A.)

(c) No broadcast station licensee shall change the physical height of the transmitting antenna, or supporting structures, or make any changes in the radiating system which will measurably alter the radiation patterns, except upon written application to and authority from the Commission.[11]

(d) The antenna and/or supporting structure shall be painted and illuminated in accordance with the specifications supplied by the Commission pursuant to section 303 (q) of the Communications Act of 1934, as amended. (See Standard Lamps and Paints.)

(e) The simultaneous use of a common antenna or antenna structure by two standard broadcast stations or by a standard broadcast station and a station of any other class or service will not be authorized unless both stations are licensed to the same licensee. (See Use of Common Antenna by Standard Broadcast Stations or Another Radio Station.)

3.46 *Transmitter.*

(a) The transmitter proper and associated transmitting equipment of each broadcast station shall be designed, constructed, and operated in accordance with the standards of good engineering practice in all phases not otherwise specifically included in these regulations.

(b) The transmitter shall be wired and shielded in accordance with good engineering practice and shall be provided with safety features in accordance with the specifications of article 810 of the current National Electrical Code as approved by the American Standards Association.

(c) The station equipment shall be so operated, tuned, and adjusted that emissions are not radiated outside the authorized band[12] which cause or which, in accordance with the Standards of Good Engineering Practice, are considered as being capable of causing interference to the communications of other stations. The spurious emissions, including radio frequency harmonics and audio frequency harmonics, shall be maintained at as low level as required by good engineering practice. The audio distortion, audio frequency range, carrier hum, noise level, and other essential phases of the operation which control the external effects shall at all times conform to the requirements of good engineering practice.

(d) Whenever, in this section, the term "good engineering practice" is used, the specifications deemed necessary to meet the requirements thereof will be published from time to time. (See Construction, General Operation and Safety of Life Requirements.)

TECHNICAL OPERATIONS

3.51 *Operating power: how determined.* The operating power of each standard broadcast station shall be determined by:

(a) Direct measurement of the antenna power in accordance with section 3.54.[13]

(1) Each new standard broadcast station.

(2) Each existing standard broadcast station after June 1, 1941.

(b) Indirect measurement by means of the plate input power to the last radio stage on a temporary basis in accordance with sections 3.52 and 3.53.

(1) In the case of existing standard broadcast stations and pending compliance with paragraph (a) (2) of this section.

(2) In case of an emergency where the licensed antenna has been damaged or destroyed by storm or other cause beyond the control of the licensee or pending completion of authorized changes[14] in the antenna system.

(c) Upon making any change[13] in the antenna system, or in the antenna current measuring instruments, or any other change which may change the characteristics of the antenna, the licensee shall immediately make a new determination of the antenna resistance (see section 3.54) and shall submit application for authority to determine power by the direct method on the basis of the new measurements.

3.52 *Operating power: indirect measurement.* The operating power determined by indirect measurement from the plate input power of the last radio stage is the product of the plate voltage (*Ep*), the total plate current of the last radio stage (*Ip*) and the proper factor (*F*) given in the following tables: that is

$$\text{Operating power} = Ep \times Ip \times F$$

A. Factor to be used for stations employing plate modulation in the last radio stage[1]

Maximum rated carrier power of transmitter:[2]	*Factor (F) to be used in determining the operating power from the plate input power*
100-1,000 watts	0.70
5,000 and over watts	.80

B. Factor to be used for stations of all powers using low-level modulation[1]

Class of power amplifier in the last radio stage:	*Factor (F) to be used in determining the operating power from the plate input power*
Class B	0.35
Class BC[3]	.65

C. Factors to be used for stations of all powers employing grid modulation in the last radio stage[1]

Type of tube in the last radio stage:	*Factor (F) to be used in determining the operating power from the plate input power*
Table C[1]	0.25
Table D[1]	.35

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[1] See Power Rating of Vacuum Tubes.

[2] The maximum rated carrier power must be distinguished from the operating power. (See section 2.18 and 2.19.)

[3] All linear amplifier operation where efficiency approaches that of class C operation.

3.53 *Application of efficiency factors.* In computing operating power by indirect measurement the above factors shall apply in all cases, and no distinction will be recognized due to the operating power being less than the maximum rated carrier power. (See Plate Efficiency of Last Radio Stage.)

3.54 *Operating power: direct measurement.* The antenna input power determined by direct measurement is the square of the antenna current times the antenna resistance at the point where the current is measured and at the operating frequency. Direct measurement of the antenna input power will be accepted as the operating power of the station, provided the data on the antenna resistance measurements are submitted under oath giving detailed description of the method used and the data taken. The antenna current shall be measured by an ammeter of accepted accuracy.[15] These data must be submitted to and approved by the Commission before any licensee will be authorized to operate by this method of power determination.[16] The antenna ammeter shall not be changed to one of different type, maximum reading, or accuracy without the authority of the Commission. If any change is made in the antenna system or any change made which may affect the antenna system, the method of determining operating power shall be changed immediately to the indirect method. (See Further Requirements for Direct Measurements of Power.)

3.55 *Modulation.*

(a) A licensee of a broadcast station will not be authorized to operate a transmitter unless it is capable of delivering satisfactorily the authorized power with a modulation of at least 85 percent. When the transmitter is operated with 85 percent modulation, not over 10 percent combined audio frequency harmonics shall be generated by the transmitter.

(b) All broadcast stations shall have in operation a modulation monitor approved by the Commission.

(c) The operating percentage of modulation of all stations shall be maintained as high as possible consistent with good quality of transmission and good broadcast practice and in no case less than 85 percent on peaks of frequent recurrence during any selection which normally is transmitted at the highest level of the program under consideration.

(d) The Commission will, from time to time, publish the specifications, requirements for approval, and a list of approved modulation monitors. (See Approved Modulation Monitors and also Requirements for Approval of Modulation Monitors.)

3.56 *Modulation: data required.* A licensee of a broadcast station claiming a greater percentage of modulation than the fundamental design indicates can be procured shall submit full data showing the antenna input power by direct measurement and complete information, either oscillograms or other acceptable data, to show that a modulation of 85 percent or more, with not over 10 percent combined audio harmonics, can be obtained with the transmitter operated at the maximum authorized power.

3.57 *Operating power, maintenance of.* The licensee of a broadcast station shall maintain the operating power of the station within the prescribed limits of the licensed power at all times except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to operate with the full licensed power, the station may be operated at reduced power for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge[17] shall be notified in writing immediately after the emergency develops. (See Operating Power Tolerance.)

3.58 *Indicating instruments.* Each broadcast station shall be equipped with suitable indicating instruments of accepted accuracy to measure the antenna current, direct plate circuit voltage, and the direct plate circuit current of the last radio stage. These indicating instruments shall not be changed or replaced without authority of the Commission, except by instruments of the same type, maximum scale reading, and accuracy. (See Indicating Instruments Pursuant to section 3.58.)

3.59 *Frequency tolerance.* The operating frequency of each broadcast station shall be maintained within 50 cycles of the assigned frequency until January 1, 1940, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

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[11] Informal application may be made, except in controversial cases or directional antenna; then formal application shall be made.

[12] See Construction, General Operation and Safety of Life Requirements.

[13] Program tests on equipment, including a new or different antenna system, will not be authorized unless application for authority to determine power by the direct method has been granted or is submitted simultaneously with the application for license to cover the construction permit and the application for license will not be granted until such time as the application for direct measurement is approved.

[14] Changes shall not be made except upon making proper request and obtaining approval thereof in accordance with sections 3.45 and 3.58.

[15] See Indicating Instruments Pursuant to section 3.58.

[16] Formal application required. See Standards of Good Engineering Practice for form number.

[17] See Field Offices of the Commission.

3.60 *Frequency monitor.* The licensee of each standard broadcast station shall have in operation at the transmitter a frequency monitor independent of the frequency control of the transmitter. The frequency monitor shall be approved by the Commission. It shall have a stability and accuracy of at least 5 parts per million. (See Approved Frequency Monitors and also Requirements for Approval of Frequency Monitors.)

3.61 *New Equipment; restrictions.* The Commission will authorize the installation of new transmitting equipment in a broadcast station or changes in the frequency control of an existing transmitter only if such equipment is so designed that there is reasonable assurance that the transmitter is capable of maintaining automatically the assigned frequency within the limits specified in section 3.59.

3.62 *Automatic frequency control equipment; authorization required.* New automatic frequency control equipment that may effect the precision of frequency control or the operation of the transmitter shall be installed only upon authorization[18] from the Commission. (See Approved Equipment.)

3.63 *Auxiliary transmitter.* Upon showing that a need exists for the use of an auxiliary transmitter[19] in addition to the regular transmitter of a broadcast station, a license therefor may be issued provided that:

(a) An auxiliary transmitter may be installed either at the same location as the main transmitter or at another location.

(b) A licensed operator shall be in control whenever an auxiliary transmitter is placed in operation.

(c) The auxiliary transmitter shall be maintained so that it may be put into immediate operation at any time for the following purposes:

(1) The transmission of the regular programs upon the failure of the main transmitter.

(2) The transmission of regular programs during maintenance or modification[20] work on the main transmitter, necessitating discontinuance of its operation for a period not to exceed five days.

(3) Upon request by a duly authorized representative of the Commission.

(d) The auxiliary transmitter shall be tested at least once each week to determine that it is in proper operating condition and that it is adjusted to the proper frequency, except that in case of operation in accordance with paragraph (c) of this section during any week, the test in that week may be omitted provided the operation under paragraph (c) is satisfactory. A record shall be kept of the time and result of each test operating under paragraph (c). Tests shall be conducted only between midnight and 9 a.m., local standard time.

(e) The auxiliary transmitter shall be equipped with satisfactory control equipment which will enable the maintenance of the frequency emitted by the station within the limits prescribed by these regulations.

(f) An auxiliary transmitter which is licensed at a geographical location different from that of the main transmitter shall be equipped with a frequency control which will automatically hold the frequency within the limits prescribed by these regulations without any manual adjustment during operation or when it is being put into operation.

(g) The operating power of an auxiliary transmitter may be less than the authorized power, but in no event shall it be greater than such power.

3.64 *Duplicate main transmitters.* The licensee of a standard broadcast station may be licensed for duplicate main transmitters provided that a technical need[21] for such duplicate transmitters is shown and that the following conditions are met.

(a) Both transmitters are located at the same place.

(b) The transmitters have the same power rating.

(c) The external effects from both transmitters is substantially the same as to frequency stability, reliability of operation, radio harmonics and other spurious emissions, audio frequency range and audio harmonic generation in the transmitter.

OPERATION

3.71 *Minimum operating schedule.* Except Sundays, the licensee of each standard broadcast station shall maintain a minimum operating schedule of two-thirds of the total hours that it is authorized to operate between 6 a.m. and 6 p.m., local standard time, and two-thirds of the total hours it is authorized to operate beween 6 p.m. and midnight, local standard time, except that in an emergency when, due to causes beyond the control of the licensee, it becomes impossible to continue operating, the station may cease operation for a period of not to exceed 10 days, provided that the Commission and the Inspector in Charge[22] shall be notified in writing immediately after the emergency develops.

3.72 *Operation during experimental period.* The licensee of each standard broadcast station shall operate or refrain from operating its station during the experimental period as directed by the Commission in order to facilitate frequency measurement or for the determination of interference. (Stations involved in the after-midnight frequency monitoring programs are notified of their operating and silent schedule.)

3.73 *Specified hours.* If the licensee of a station specifies the hours of operation, the schedule so specified shall be adhered to except as provided in sections 3.71 and 3.72.

3.74 *Sharing time.* If the licenses of stations authorized to share time do not specify hours of operation, the licensees shall endeavor to reach an agreement for a definite schedule of periods of time to be used by each. Such agreement shall be in writing and each licensee shall file the same in triplicate original with each application to the Commission for renewal of license. If and when such written agreements are properly filed in conformity with this section the file mark of the Commission will be affixed thereto, one copy will be retained by the Commission, one copy forwarded to the Inspector in Charge, and one copy returned to the licensee to be posted with the station license and considered as a part thereof. If the license specifies a proportionate time division, the agreement shall maintain this proportion. If no proportionate time division is specified in the license, the licensees shall agree upon a division of time. Such division of time shall not include simultaneous operation of the stations unless specifically authorized by the terms of the license.

3.75 *Sharing time; equivalence of day and night hours.* For the purpose of determining the proportionate division of time of the broadcast day for sharing time stations 1 night hour shall be considered the equivalent of 2 day hours.

3.76 *Sharing time; experimental period.* If the license of a station authorized to share time does not specify the hours of operation, the station may be operated for the transmission of regular programs during the experimental period provided an agreement thereto is reached with the other stations with which the broadcast day is shared and further provided such operation is not in conflict with section 3.72. Time-sharing agreements for operation during the experimental period need not be submitted to the Commission.

3.77 *Sharing time; departure from regular schedule.* A departure from the regular operating schedule set forth in a time-sharing agreement will be permitted only in cases where an agreement to that effect is reduced to writing, is signed by the licensees of the stations affected thereby and filed in triplicate by each licensee with the Commission prior to the time of the proposed change. If time is of the essence, the actual departure in operating schedule may precede the actual filing of written agreement, provided appropriate notice is sent to the Commission and the Inspector in Charge.[23]

3.78 *Sharing time stations; notification to Commission.* If the licensees of stations authorized to share time are unable to agree on a division of time, the Commission shall be so notified by statement to that effect filed with the applications for renewals of licenses. Upon receipt of such statement the Commission will designate the applications for a hearing and, pending such hearing, the operating schedule previously adhered to shall remain in full force and effect.

3.79 *License to specify sunrise and sunset hours.* If the licensee of a broadcast station is required to commence or cease operation of the station at the time of sunrise or sunset, the license will specify the hour of the day during each month of the license period when operation of such station will commence or cease. (See Average Sunrise and Sunset Time.)

3.80 *Secondary station; filing of operating schedule.* The licensee of a secondary station authorized to operate limited time and which may resume operation at the time the dominant station (or stations) on the same channel ceases operation shall, with each application for renewal of license, file in triplicate a copy of its regular operating schedule, bearing a signed notation by the licensee of the dominant station of its objection or lack of objection thereto. Upon approval of such operating schedule, the Commission will affix its file mark and return one copy to the licensee authorized to operate limited time, which shall be posted with the station license and considered as a part thereof. Departure from said operating schedule will be permitted only in accordance with the procedure set forth in section 3.77.

3.81 *Secondary station: failure to reach agreement.* If the licensee of a secondary station authorized to operate limited time and a dominant station on a channel are unable to agree upon a definite time for resumption of operation by the station authorized limited time, the Commission shall be so notified by the licensee of the station authorized limited time. After receipt of such statement the Commission will designate for hearing the applications of both stations for renewal of license, and pending the hearing the schedule previously adhered to shall remain in full force and effect.

3.82 *Departure from schedule; material violation.* In all cases where a station licensee is required to prepare and file an operating schedule, any deviation or departure from such schedule, except as herein authorized, shall be considered as a violation of a material term of the license.

3.83 *Local standard time.* All references herein to standard time or local standard time refer to local standard time as determined and fixed by the Interstate Commerce Commission.

3.84 *Daylight saving time.* If local time is changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of all such stations on that channel shall be understood to refer to daylight saving time, and not standard time, as long as daylight saving time is observed at such locations. This provision shall govern when the time is changed by provisions of law or general observance of daylight saving time by the various communities, and when the time of operation of such stations is specified in the license or is mutually agreed upon by the licensees: *Provided, however,* That when the license specifies average time of sunrise and sunset, local standard time shall be observed. In no event shall a station licensed for daytime only operate on regular schedule prior to local sunrise, or shall a station licensed for greater daytime power than nighttime power or for a different radiation pattern for daytime operation than for nighttime operation operate with the daytime power or radiation pattern prior to local sunrise.

3.85 *Changes in time; agreement between licensees.* Where the local time is not changed from standard time to daylight saving time at the location of all stations sharing time on the same channel, the hours of operation of such stations shall be understood to have reference to standard time, and not daylight saving time, unless said licensees mutually agree upon a new schedule which shall be effective only while daylight saving time is observed at the location of some of these stations.

3.86 *Local standard time: license provisions.* The time of operation of any broadcast station which does not share time with other stations on the same channel shall be understood to have reference to local standard time unless modification of such license with respect to hours of operation is authorized by the Commission.

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[18] Formal application required. See Standards of Good Engineering Practice for form number.

[19] All regulations as to safety requirements and spurious emissions applying to broadcast transmitting equipment shall apply also to an auxiliary transmitter. (See Use of Frequency and Modulation Monitors at Auxiliary Transmitter.)

[20] This includes the equipment changes which may be made without authority as set forth elsewhere in the Rules and Regulations and the Standards of Good Engineering Practice or as authorized by the Commission by letter or by construction permit. Where such operation is required for periods in excess of 5 days, request therefor shall be made in accordance with section 1.365.

[21] Such as licensees maintaining 24-hour schedule and needing alternate operation for maintenance, or development work is being carried on requiring such alternate operation.

[22] See Field Offices of the Commission.

[23] See Field Offices of the Commission.

FCC Regulations Governing Broadcast Services

SUBPART C—General Rules Applicable to Both Standard and High-Frequency Broadcast Stations

[For Rules 3.201-3.261 Governing High-Frequency Broadcast Stations, see page 374]

3.401 *Station license; posting of.* The station license and any other instrument of authorization or individual order concerning construction of the equipment or the manner of operation of the station shall be posted in a conspicuous place in the room in which the transmitter is located in such manner that all terms thereof are visible and the license of the station operator shall be posted in the same manner. (See secs. 2.51 and 2.52.)

3.402 *Licensed operator required.* The licensee of each station shall have a licensed operator or operators of the grade specified by the Commission on duty during all periods of actual operation of the transmitter at the place where the transmitting equipment is located. (See sec. 2.53.)

3.403 *Licensed operator; other duties.* The licensed operator on duty and in charge of a standard broadcast transmitter may, at the discretion of the licensee, be employed for other duties or for the operation of another radio station or stations in accordance with the class of operator's license which he holds and by the rules and regulations governing such other stations: *Provided, however,* That such duties shall in nowise interfere with the power operation of the standard broadcast transmitter.

3.404 *Logs.* The licensee of each broadcast station shall maintain program and operating logs and shall require entries to be made as follows:

(a) In the program log:

(1) An entry of the time each station identification announcement (call letters and location) is made.

(2) An entry of the time the program begins and ends.
"music," "drama," "speech," etc., together with the name or title thereof, and the sponsor's name, with the time of the beginning and ending of the complete program. If a mechanical record is used, the entry shall show the exact nature thereof, such as "record," "transcription," etc., and the time it is announced as a mechanical record. If a speech is made by a political candidate, the name and political affiliations of such speaker shall be entered.

(3) An entry showing that each sponsored program broadcast has been announced as sponsored, paid for, or furnished by the sponsor.

(b) In the operating log:

(1) An entry of the time the station begins to supply power to the antenna, and the time it stops.

(2) An entry of the time the program begins and ends.

(3) An entry of each interruption to the carrier wave, its cause, and duration.

(4) An entry of the following each 30 minutes:

(i) Operating constants of last radio stage (total plate current and plate voltage).

(ii) Antenna current.

(iii) Frequency monitor reading.

(iv) Temperature of crystal control chamber if thermometer is used.

(5) Log of experimental operation during experimental period. (If regular operation is maintained during this period, the above logs shall be kept.)

(i) A log must be kept of all operation during the experimental period. If the entries required above are not applicable thereto, then the entries shall be made so as to fully describe the operation.

3.405 *Logs; retention of.* Logs of standard broadcast stations shall be retained by the licensee for a period of 2 years, except when required to be retained for a longer period in accordance with the provisions of section 2.54.

3.406 *Station identification.*

(a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation on the hour and half hour as provided below:

(b) Such identification announcement during operation need not be made when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes. In such cases the identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of such program.

(c) In case of variety-show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and half hour.

(d) In case of all other programs (except as provided in paragraph (b) and (c) of this section) the identification announcement shall be made within 2 minutes of the hour and half hour.

(e) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby.

3.407 *Mechanical records.* Each broadcast program consisting of a mechanical record or a series of mechanical records shall be announced in the manner and to the extent set out below:

(a) A mechanical record or a series thereof, of longer duration than 30 minutes, shall be identified by appropriate announcement at the beginning of the program, at each 30 minute interval, and at the conclusion of the program: *Provided, however,* That the identifying announcement at each 30 minute interval is not required in case of a mechanical record consisting of a single, continuous, uninterrupted speech, play, religious service, symphony concert, or operatic production of longer duration than 30 minutes.

(b) A mechanical record, or a series thereof, of a longer duration than 5 minutes, and not in excess of 30 minutes, shall be identified by an appropriate announcement at the beginning and end of the program:

(c) A single mechanical record of a duration not in excess of 5 minutes shall be identified by appropriate announcement immediately preceding the use thereof;

(d) In case a mechanical record is used for background music, sound effects, station identification, program identification (theme music of short duration), or identification of the sponsorship of the program proper, no announcement of the mechanical record is required.

(e) The identifying announcement shall accurately describe the type of mechanical record used, i.e., where an electrical transcription is used it shall be announced as a "transcription" or an "electrical transcription," or as "transcribed" or "electrically transcribed," and where a phonograph record is used it shall be announced as a "record."

3.408 *Rebroadcast.*

(a) The term "rebroadcast" means reception by radio of the program[1] of a radio station, and the simultaneous or subsequent retransmission of such program by a broadcast station.[2]

(b) The licensee of a standard or high-frequency broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard or high frequency broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.[3]

(c) The licensee of a standard or high-frequency broadcast station may, without further authority of the Commission, rebroadcast on a noncommercial basis a noncommercial program of an international broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certifies that express authority has been received from the licensee of the station originating the program.

(d) No licensee of a standard broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission upon application accompanied by written consent or certification of consent of the licensee of the station originating the program.[4] [5]

(e) In case of a program rebroadcast by several standard broadcast stations, such as a chain rebroadcast, the person legally responsible for distributing the program or the network facilities may obtain the necessary authorization for the entire rebroadcast both from the Commission and from the person or licensee of the station originating the program.

Attention is directed to section 325 (b) of the Communications Act of 1934, which reads as follows:

> No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there, having a power output of sufficient intensity, and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.[6]

BROADCASTS BY CANDIDATES FOR PUBLIC OFFICE

3.421 *General requirements.* No station licensee is required to permit the use of its facilities by any legally qualified candidate for public office, but if any licensee shall permit any such candidate to use its facilities, it shall afford equal opportunities to all other such candidates for that office to use such facilities, provided that such licensee shall have no power of censorship over the material broadcast by any such candidate.

3.422 *Definitions.* The following definitions shall apply for the purposes of section 3.421:

(a) "A legally qualified candidate" means any person who has met all the requirements prescribed by local, state, or federal authority as a candidate for the office which he seeks, whether it be municipal, county, state, or national, to be determined according to the applicable local laws.

(b) "Other candidates for that office" means all other legally qualified candidates for the same public office.

3.423 *Rates and practices.* The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means, directly or indirectly; no licensee shall make any discrimination in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to these rules, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

3.424 *Records; inspection.* Every licensee shall keep and permit public inspection of a complete record of all requests for broadcast time made by or on behalf of candidates for public office, together with an appropriate notation showing the disposition made by the licensee of such requests, and the charges made, if any, if request is granted.

The Following Rule is Quoted for the Information of Licensees and Permittees of all Classes of Broadcast Stations:

43.1 *Information as to ownership, operation, interests therein, contracts, etc.* Licensees and permittees of all classes of broadcast stations shall file reports as follows:

(a) Within 30 days after becoming licensees or permittees all such licensees or permittees shall file with the Commission original reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(b) Thereafter, and within 30 days of the occurrence of any event which

(*Continued on page 397*)

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[1] As used in sec. 3.408, program includes any complete program or part thereof, or any signals if other than A-3 emission.

[2] In case a program is transmitted from its point of origin to a broadcast station entirely by telephone facilities in which a section of such transmission is by radio, the broadcasting of this program is not considered a rebroadcast.

[3] The notice and certification of consent shall be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent shall be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[4] The broadcasting of a program relayed by a relay broadcast station (sec. 4.21) is not considered a rebroadcast.

[5] Informal application may be employed.

[6] Formal application required. See Standards of Good Engineering Practice for form number.

REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS

Made Under Canadian Broadcasting Act, 1936

(As Promulgated by Canadian Broadcasting Corporation, Effective Nov. 1, 1937, and Amended)

Authority. The attached regulations, numbered 1 to 23, were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, as and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:—

"The Corporation may make regulations

(*a*) to control the establishment and operation of chains or networks of stations in Canada;

(*b*) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;

(*c*) to control the character of any and all programs broadcast by Corporation or private stations;

(*d*) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;

(*e*) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."

Definitions. 1. In these regulations, unless the context otherwise requires,

(*a*) The "Act" means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;

(*b*) "Corporation" means the Canadian Broadcasting Corporation;

(*c*) "licence" means a licence issued to a broadcasting station under the Radiotelegraph Act; and "licensee" means the holder of such licence;

(*d*) "private station" means any broadcasting station licensed to a person other than the Corporation;

(*e*) "regulations" means these regulations;

(*f*) "representatives of the Corporation" means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;

(*g*) "station" refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

Scope of Regulations. 2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

Program Log. 3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:—

(*a*) date, call letters, location, frequency;

(*b*) the time at which each station identification announcement is made;

(*c*) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;

(*d*) the duration of each spot or other similar announcement and the broad cast hour during which it was transmitted;

(*e*) the name of the sponsor of any program or announcement for which the station is paid.

(2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.

(3) Each station shall keep on file a copy of

(*a*) the continuity used for any program:

(*b*) all programs or other announcements containing advertising matter;

(*c*) the manuscript of addresses or talks.

(4) In the case of chain broadcasts these records shall be kept by the originating station.

(5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives of the Corporation upon request of such representatives.

Time. 4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

Program Schedules. 5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

Station Identification. 6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.

Programs in General. *7. No one shall broadcast

(*a*) anything contrary to law;

(*b*) the actual proceeding at any trial in a Canadian Court;

(*c*) abusive comment on any race, religion or creed;

(*d*) obscene, indecent or profane language;

(*e*) malicious, scandalous, or defamatory matter;

(*f*) advertising matter containing false or deceptive statements;

(*g*) false or misleading news;

(*h*) upon the subject of birth control;

(*i*) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;

(*j*) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presented claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.

(ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.

(*k*) Advertising content in the body of a news broadcast.

Political broadcasts. 8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which read as follows:—

"(3) Dramatized political broadcasts are prohibited.

"(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

"(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited."

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

Advertising Content. 9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (*j*) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

Advertising programs in general. 11. (1) In any program no one shall advertise

(*a*) any act or thing prohibited by law;

(*b*) the prices of goods or services except

(i) the prices of publications auxiliary to the information services of the Corporation;

(ii) where the terms of a "premium-merchandising offer" include the payment of a sum of money either as a nominal charge or as a price for the premium, the amount of the charge or price may be stated provided:

A. that the amount of the charge or price does not exceed the unit cost of the premium, including costs of handling and distribution, to the programme sponsor;

B. that full details of the cost are disclosed to the Corporation;

C. that the premium offered is not of the class or kind of product the sale of which comprises the principal business of the programme sponsor;

D. that the premium offered is a product not normally available through competitive trade channels;

E. that the amount of the charge or price does not exceed $1.00;

F. that the broadcast of any such offer is authorized in writing in advance by a representative of the Corporation.

(*c*) any insurance corporation not registered to do business in Canada;

(*d*) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;

(*e*) spirituous liquors;

(*f*) wine and beer except that programmes sponsored by breweries or wine companies will be temporarily allowed in the Province of Quebec subject to the following conditions:

(i) The only announcements of sponsorship allowed shall be two in number —one at the beginning of each programme and one at the end.

(ii) The form of such announcements shall be:

"This programme is presented with the compliments of the ABC Brewery".

"This programme has been presented with the compliments of the ABC Brewery."

or some suitable and necessary variation of these forms.

(iii) No other announcement shall be made or devices used in any such programme to advertise the product of the sponsor.

(iv) All continuities and programmes shall be approved by the General Manager before they are broadcast.

(2) Whenever wine and beer are advertised through radio facilities, the following special regulations shall apply:

(a) no spot announcements shall be used for the direct or indirect advertisement of wine or beer;

(b) all continuities in programs directly or indirectly advertising wine or beer shall, prior to their broadcast, be approved by the Corporation as to the continuity and the form, quantity and quality of the advertising content thereof.

(Continued on page 396)

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* NOTE TO SECTION 7. It is not the intention of the Corporation to restrict freedom of speech nor the fair presentation of controversial material. On the contrary, the policy of the Corporation is to encourage the fair presentation of controversial questions. At the same time, it should be realized that the message of broadcasting is received at the fireside in the relatively unguarded atmosphere of the home, reaching old and young alike. Certain subjects, while meriting discussion elsewhere in the public interest are not necessarily suitable for this intimate medium.

REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS

(*Continued from page 395*)

Spot Announcements. 12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

(2) No "spot" announcement shall be broadcast on week-days between 7:30 p. m. and 11 p. m. nor on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given permission by the Corporation to broadcast "spot" announcements on week-days during the hours prohibited in this section.

(3) Subsections (1) and (2) of this regulation shall not apply to:

(a) Time signals or weather reports provided that no advertising other than the name of the sponsor is mentioned;

(b) Non-sponsored spot announcements made by stations for the sole purpose of testing coverage, the details of which have been authorized in writing by a representative of the Corporation and, notwithstanding Regulation 11 (1) (*b*), stations may, with the permission of the Corporation, mention a sum not exceeding twenty-five cents (25 cents) when such procedure is necessary effectively to execute the intent of this subsection.

(c) One "spot" announcement before and one "spot" announcement after a news bulletin, but in no way whatsoever associated with the sponsorship of such news bulletins.

Foods and Drugs; Proprietary or Patent Medicines. 13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health. Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corporation, Toronto, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

News Broadcasts.
(Effective Jan. 1, 1941.)

14. (1) Stations shall not transmit in the form of newscasts, news commentaries or in any manner any news or information of any kind published in any newspaper or obtained, collected, collated or co-ordinated by any newspaper or association of newspapers or any news agency or service except the following:

(a) Such news bulletins, free from sponsorship, as are released by the Corporation for the express use of broadcasting stations, broadcasts of which shall be subject to such conditions as the Corporation may prescribe;

(b) Local and sports news under written arrangements to be made by each station individually with its local newspaper or newspapers or collected through its own employees. Copies of all such written arrangements shall be filed with the Corporation immediately upon completion thereof;

(c) News from sources other than those provided for in clauses (a) and (b) hereof with the prior permission in writing from the Corporation and subject to such conditions as the Corporation may specify.

(2) The only announcements of sponsorship allowed for news from the sources as defined in clause (c) hereof shall be two in number, one at the beginning and one at the end, and shall be as follows:

"Through the courtesy of (name and business of sponsor) and as a service to its listeners, station ...... presents (presented) the news of the day furnished by an authorized news agency."

(3) The Corporation news bulletins as defined in subsection (1) clause (a) hereof shall be broadcast in the manner and by such stations as the Corporation may designate.

Material to be submitted. 15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

Corporation Programs. 16. Time reserved for the broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

Priority for Programs. 17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

Re-broadcasting of programs. 18. No station shall "pick up" and re-broadcast any program unless permission in writing has first been obtained from the Corporation.

Mechanical Reproductions. 19 (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7:30 p.m. and 11:00 p. m. provided, however, that broadcasting stations may be permitted to use transcriptions between the hours of 7:30 p. m. and 11:00 p. m. local time on the following basis:

(a) An allowance of one half-hour to any broadcasting station whose employment of live talent in the opinion of the CBC warrants such allowance;

(b) A further allowance of one half-hour to all broadcasting stations in whose primary areas there are less than 20,000 radio homes;

(c) (i) A further allowance of one half-hour to stations of 250 watts power or less not served by CBC network and with less than 20,000 radio homes in their primary areas;

(ii) A further allowance of one half-hour of unsponsored transcriptions only, to radio stations of 250 watts power or less, not served by CBC network, but in whose primary area there are [NO] more than 20,000 radio homes;

(d) Such further allowance, in special cases, as the Corporation may consent to in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:—

(*a*) "This is a recorded program."

(*b*) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

19. (4) No one shall, by means of a mechanical reproduction or otherwise, broadcast any program which achieves indirectly by an evasion what a regulation or ruling of the Corporation prohibits from being broadcast directly and which shall have the effect of allowing the broadcasting of any program or speech, the simultaneous broadcasting of which over a network or hook-up is contrary to the regulations or rulings of the Corporation.

Chain Broadcasting. 20. Unless permission in writing is first obtained from the Corporation

(*a*) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;

(*b*) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;

(*c*) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;

(*d*) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

Station Contracts. 21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them.

Violation of Regulations. 22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station.

Repeal. 23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed.

NOTE: The penalty for violation of these regulations is provided for under section 22 (6) of the Act which reads:

> "(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order."

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BROADCAST EQUIPMENT TYPES ACCEPTED AND RECORDED BY FCC

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

AMERICAN PIEZO SUPPLY CO.—P. O. Box 8112, Kansas City, Mo.

Type No. C-X-7-C. Automatic Frequency Control Unit.

BLILEY ELECTRIC CO.—203 Union Station Bldg., Erie, Pa.

Type No. BC 46T: Automatic Temperature Control Unit.

COLLINS RADIO CO.—Cedar Rapids, Ia.

Types No. 10S-2; 40D; 40DA; 40E: Automatic Frequency Control Units.

Type No. 300E: 100 watt Broadcast Transmitters.

Types No. 300C; 300C-1; 300F; 300FA: 250 watt Broadcast Transmitters.

Types No. 20H; 20HA; 20K; 20J: 1000 watt Broadcast Transmitters.

Types No. 21D; 21DA; 21DX: 5000 watt Broadcast Transmitters.

DOOLITTLE & FALKNOR Inc.—7421 S. Loomis Blvd., Chicago.

Type No. OB-5: Automatic Frequency Control Unit (includes Type TC-1 ATCU).

Type No. OB-6: Automatic Frequency Control Unit.

Type No. TC-1: Automatic Temperature Control Unit (includes Type 2-A ATCC).

Type No. 100-B: 100 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

Type No. 250-B: 250 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

Type No. 1000-B: 1000 watt Broadcast Transmitter.

FEDERAL TELEGRAPH CO.—200 Mt. Pleasant Ave., Newark, N. J.

Type No. 162-A: 50 kw Broadcast Transmitter.

Type No. 163-A: 5 kw Broadcast Transmitter.

GATES AMERICAN CORP.—Quincy, Ill.

Type No. 100-A: 100 watt Broadcast Transmitter.

Type No. 250-A: 250 watt Broadcast Transmitter.

Type No. 25-A: Automatic Frequency Control Unit.

Type No. S-101: 100 watt Broadcast Transmitter.

Type No. S-251: 250 watt Broadcast Transmitter.

GENERAL ELECTRIC CO.—Schenectady, N. Y.

Type No. 32C 401-G 30: Automatic Temperature Control Unit.

PIEZO ELECTRIC LABORATORIES.—612 Rockland Ave., New Dorp, N. Y.

Types No. TC-210 and TC-350: Automatic Temperature Control Oven and Relay Unit.

Type No. OB-10: Oscillator and Amplifier Unit (Oscillator and first buffer, no ATCU or crystal).

PRECISION PIEZO SERVICE.—427 Asia St., Baton Rouge, La.

Type No. 50-M: Automatic Temperature Control Unit.

PREMIER CRYSTAL LABORATORIES Inc.—53 Park Row, New York City.

Type No. 350-A: Automatic Frequency Control Unit.

RCA VICTOR CO Inc.—Camden, N. J.

Type No. UL-4292: Automatic Frequency Control Unit.

Types No. 100-E; 100-G; 100-H: 100 watt Broadcast Transmitters.

Types No. 250-D; 250-E; 250-G; 250-K: 250 watt Broadcast Transmitters.

Type No. 250-F: 250 watt Broadcast Exciter Unit.

Types No. 1-E; 1-E A; 1G; 1K; ET-4300: 1000 watt Broadcast Transmitters.

Types No. 5-D; 5-D-1; 5-D-2; 5-DX; 5 kw Broadcast Transmitters.

Types No. 10-C-A; 10-C-B; 10-D; 10-DX: 10 kw Broadcast Transmitters.

Type No. 50-D; 50 kw Broadcast Transmitters.

Type No. 50-D; 50-E: 50 kw Power Amplifiers.

WESTERN ELECTRIC CO.—195 Broadway, New York City.

Types No. 700-B; 700-C; 702-A: Automatic Frequency Control Units.

Types No. 310-A; 350C-1: 100 watt Broadcast Transmitters.

Types No. 310-B; 351E-1; 451-A-1: 250 watt Broadcast Transmitters.

Types No. 310-C; 352E-1; 442-A-1: 500 watt Broadcast Transmitters.

Types No. 310-D; 353E-1; 403A-1; 443-A-1: 1 kw Broadcast Transmitters.

Types No. 405A-1; 405B-1: 5 kw Broadcast Transmitters.

Types No. 406A-1; 406A-2; 406A-3: 10 kw Broadcast Transmitters.

Types No. 407-A-1; 407-A-2; 407-A-3; 407-A-4; 50 kw Broadcast Transmitters.

WESTINGHOUSE ELECTRIC & MFG. CO.—2519 Wilkins Ave., Baltimore, Md.

Type No. HG: 50 kw Broadcast Transmitter.

Manufacturers of Low Temperature COEFFICIENT CRYSTALS FOR BROADCAST STATIONS

(Products Approved by FCC)

American Piezo Supply Co.—P. O. Box 8112, Kansas City, Mo.

Bellefonte Engineering Laboratories—Bellefonte, Pa.

Bliley Electric Co.—Union Station Bldg., Erie, Pa.

William W. L. Burnett—4814 Idaho St., San Diego, Cal.

Collins Radio Co.—Cedar Rapids, Ia.

Commercial Radio Equipment Co.—7134 Main St., Kansas City.

Hipower Crystal Co.—2035 W. Charleston St., Chicago, Ill.

Hollister Crystal Co. — Merriam Kan.

Piezo Electric Laboratories—New Dorp, N. Y.

Precision Crystal Laboratories—P. O. Box 326, Springfield, Mass.

Precision Piezo Service — Baton Rouge, La.

Premier Crystal Laboratories Inc.—53 Park Row, New York City.

RCA Mfg. Co.—Camden, N. J.

Scientific Radio Service — Hyattsville, Md.

Theodore S. Valpey—Holliston, Mass.

Western Electric Co.—195 Broadway, New York City.

Approved Frequency Monitors

General Radio Co., Cambridge, Mass.—Type 25-A; Approval No. 1461. Type 25-AB; Approval No. 1463.

RCA Mfg. Co., Camden, N. J.—Type 311-A; Approval No. 1462.

Western Electric Co., 195 Broadway, New York City—Type No. 1-C; Approval No. 1464.

Approved Modulation Monitors

General Radio Co., Cambridge, Mass.—Type No. 731-A or B; Approval No. 1551.

RCA Mfg. Co., Camden, N. J.—Type No. 66-A; Approval No. 1552. Type No. 66-B; Approval No. 1553.

FCC Regulations

(Continued from page 394)

necessitates a change in information already reported, all such licensees or permittees shall file supplemental reports containing the information required in accordance with the forms adopted and furnished by the Commission and the instructions in such forms.

(c) All reports required hereby must be dated and executed under oath (or affirmed according to law) in accordance with the provisions of the form and show the date upon which each reporting event occurred. One report (original or supplemental) may be rendered by a licensee or permittee covering more than one station, provided the reported information relates equally to all stations. Otherwise, separate reports for each station must be filed.

(d) A licensee or permittee corporation which has of record on the date of submission of any report 1,000 stockholders or more, may file the information required herein as to the stockholders who own 1,000 or more shares of the stock of said corporation.

(e) The term "contract" as it appears on the forms provided by this section, shall be construed to include every contract, understanding, or agreement, verbal or written. Verbal contracts shall be reduced to writing and certified copies thereof submitted.

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for
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Full Text of

North American Regional Broadcasting Agreement

(Allocations Treaty Adopted at Havana, December 13, 1937)

(See pages 50-80 for assignments scheduled under treaty)

Following is the complete text of the treaty governing the distribution of the 106 channels in the broadcast band, ranging from 550 to 1600 kc., drawn up at the Inter-American Radio Conference in Havana, Nov. 1 to Dec. 13, 1937. The treaty became valid when the four principal nations (United States, Canada, Mexico and Cuba) ratified it. It provides that it may be made effective one year after ratification, to remain in force for five years. Cuba ratified Dec. 22, 1937; the United States, June 15, 1938; Canada, Nov. 29, 1938; Mexico, Dec. 28, 1939. Effective date is tentatively set for March 29, 1941, though there is possibility of a postponement by mutual consent.

I

Purpose and Scope of This Agreement

1. *Purpose of Agreement*—The purpose of this Agreement is to regulate and establish principles covering the use of the standard broadcast band in the North American Region so that each country may make the most effective use thereof with the minimum technical interference between broadcast stations.

2. *North American Region* — The North American Region (hereinafter referred to as "Region") for the purpose of this Agreement shall be deemed to include and to consist of the following countries: Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and United States of America.

3. *Standard broadcast band* — The standard broadcast band shall be deemed to be the band of frequencies extending from 550 to 1600 kc. both inclusive, both 550 kc. and 1600 kc. being the carrier frequencies of broadcasting channels as hereinafter defined. The Governments agree, subject to the provisions of Article 7 of the General Radio Regulations annexed to the International Telecommunications Convention Madrid, 1932, that this band of frequencies shall be allocated exclusively to broadcasting in the Region.

4. *Sovereign right to use channels*—The sovereign right of all countries, parties to this Agreement, to the use of every channel in the standard broadcast band is recognized. The Governments recognize, however, that until technical developments reach a state permitting the elimination of radio interference of international character, a regional arrangement between them is necessary in order to promote standardization and to minimize interference.

5. *Regional character of Agreement*—The Governments recognize that this Agreement, and each provision thereof, is a regional arrangement within the meaning of, and authorized by the International Telecommunications Convention and the General Radio Regulations annexed thereto.

II

Technical

A. Definitions

1. *Broadcast station*—A station the emissions of which are primarily intended to be received by the general public.

2. *Broadcast channels—550 to 1600 kc.*—A broadcast channel is a band of frequencies ten (10) kc. in width, with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to broadcast stations shall begin at 550 kc. and be in successive steps of 10 kc. No intermediate frequency shall be assigned as the carrier frequency of any broadcast station.

3. *Service areas:*

(a) *Primary service area*—The primary service area of a broadcast station is the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) *Secondary service area* — The secondary service area of a broadcast station is the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

4. *Dominant stations* — A "dominant" station is a Class I station, as hereinafter defined, operating on a clear channel.

5. *Secondary station* — A "secondary" station is any station except a Class I station operating on a clear channel.

6. *Objectionable interference* — Objectionable interference is the degree of interference produced when, at a specified boundary or field intensity contour with respect to the desired station, the field intensity of an undesired station (or the root-mean-square value of field intensities of two or more stations on the same frequency) exceeds for ten (10) percent or more of the time the values hereinafter set forth in this Agreement.

7. *Power* — The power of a radio transmitter is the power supplied to the antenna. The power in the antenna of a modulated-wave transmitter shall be expressed in two numbers, one indicating the power of the carrier frequency supplied to the antenna, and the other the actual maximum percentage of modulation.

8. *Spurious radiation* — A spurious radiation from a transmitter is any radiation outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations and other transient effects.

9. *English, French and Spanish equivalents*—It is agreed that, as used in this Agreement, the French and Spanish words below set forth are respectively the equivalent of, and mean the same as, the English terms opposite which they appear:

English	*French*	*Spanish*
Clear channel	Frequence libre	Canal despejado
Objectionable interference	Brouillage nuisible	Interferencia objetable

Classes of Channels and Allocation Thereof

1. *Three classes* — The 106 channels in the standard broadcast band are divided into three principal classes —clear, regional and local.

2. *Clear channel*—A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. *Regional channel* — A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. *Local channel*—A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. *Number of channels of each class*—The number of channels of each class shall be as follows:

Clear channels	59
Regional channels	41
Local channels	6
	106

6. *Allocation of specific channels to each class*—The channels are allocated to the several classes as follows:

Clear channels. The following channels are designated as clear channels: 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 and 1580.

Regional channels. The following channels are designated as regional channels: 550 560 570 580 590 600 610 620 630 790 910 920 930 950 960 970 980 1150 1250 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 1370 1380 1390 1410 1420 1430 1440 1460 1470 1480 1590 1600.

Local channels. The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490 kc.

7. *Use of regional and local channels by countries*—All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. *Priority of use of clear channels by countries*—

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangement as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving 60 days (calendar days) advance notice of its intention so to do to all other countries, parties to this Agreement. If during this period of 60 days (calendar days) any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country and to reassign them to any or all of the other interested countries.

C—Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four princi-

(Continued on page 400)

Changes of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

Col. 1	*Col. 2*	*Col. 1*	*Col. 2*	*Col. 1*	*Col. 2*
550	550	910	*	1260	1290
560	560	920	950	1270	1300
570	570	930	960	1280	1310
580	580	940	970	1290	1320
590	590	950	980	1300	1330
600	600	960	*	1310	1340
610	610	970	1020	1320	1350
620	620	980	1020	1330	1360
630	630	990	1030	1340	1370
640	640	1000	1040	1350	1380
650	650	1010	690, 740, 990 or 1050	1360	1390
660	660			1370	1400
670	670	1020	1060	1380	1410
680	680	1030	*	1390	1420
690	*	1040	1080	1400	1430
700	700	1050	1070	1410	1140
710	710	1060	1090	1420	1450
720	720	1070	1100	1430	1460
730	*	1080	1110	1440	1470
740	750	1090	1120	1450	1480
750	760	1100	1130	1460	1500
760	770	1110	1140	1470	1510
770	780 or 1110	1120	1150	1480	1520
780	790	1130	1160	1490	1530
790	810	1140	1070 or 1170	1500	1490
800	820	1150	1180	1510	*
810	830	1160	1170 or 1190	1520	*
820	840	1170	1200	1530	1590
830	850	1180	1170 or 1200	1540	*
840	*	1190	1210	1550	1600
850	870	1200	1230	1560	*
860	880	1210	1240	1570	*
870	890	1220	1250	1580	*
880	910	1230	1260	1590	*
890	920	1240	1270	1600	*
900	930	1250	1280		

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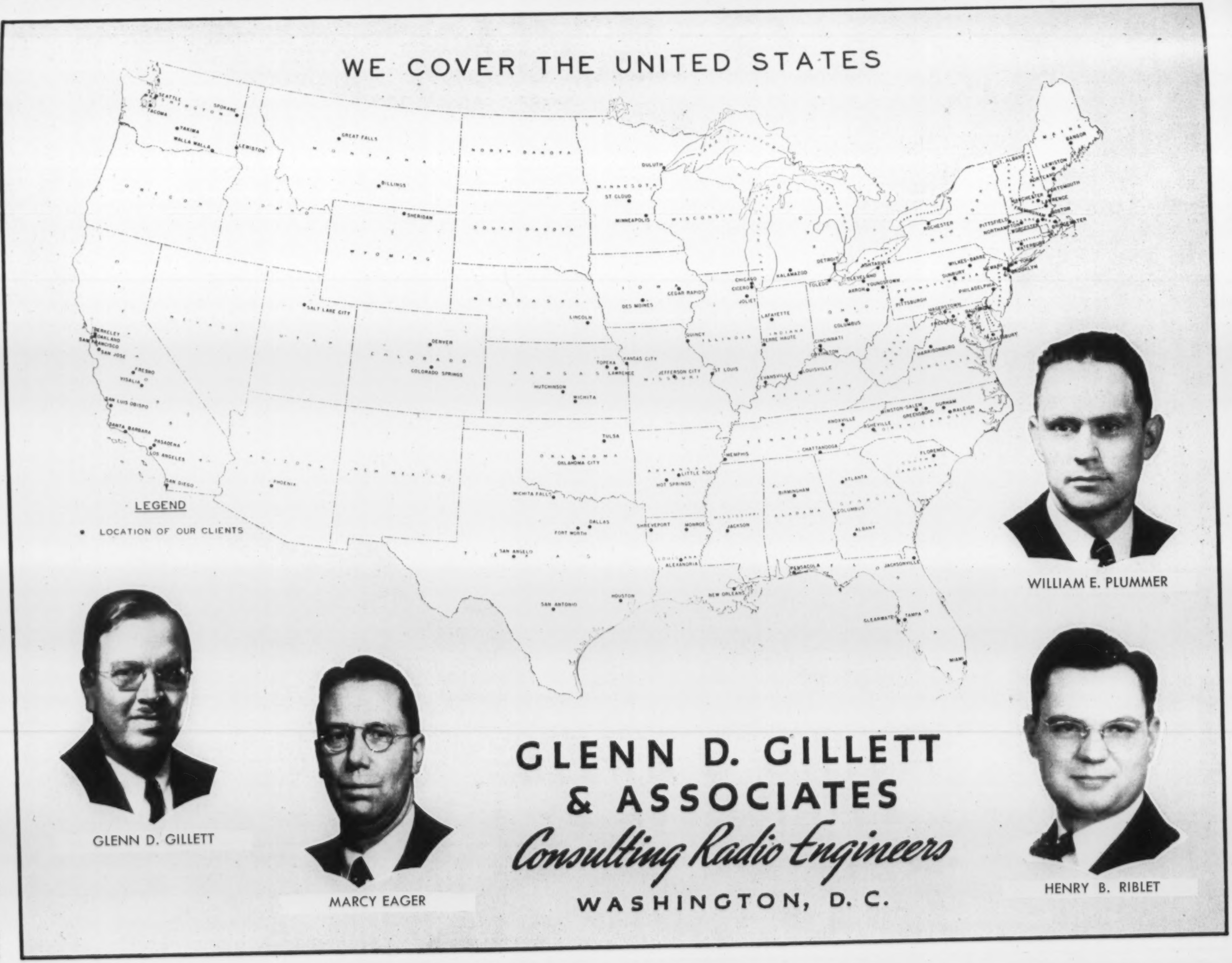
*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels may be necessary to avoid interference on adjacent channels or other considerations. See pages 50-80 for proposed individual station assignments, listed by call letters and frequencies.

WE COVER THE UNITED STATES


LEGEND
• LOCATION OF OUR CLIENTS
SEATTLE
TACOMA
SPOKANE
YAKIMA
WALLA WALLA
LEWISTON
GREAT FALLS
BILLINGS
SHERIDAN
SALT LAKE CITY
DENVER
COLORADO SPRINGS
BERKELEY
OAKLAND
SAN FRANCISCO
SAN JOSE
FRESNO
VISALIA
SAN LUIS OBISPO
SANTA BARBARA
PASADENA
LOS ANGELES
SAN DIEGO
PHOENIX
DULUTH
ST CLOUD
MINNEAPOLIS
DES MOINES
CEDAR RAPIDS
LINCOLN
TOPEKA
KANSAS CITY
LAWRENCE
HUTCHINSON
WICHITA
TULSA
OKLAHOMA CITY
WICHITA FALLS
DALLAS
FORT WORTH
SAN ANGELO
SAN ANTONIO
HOUSTON
SHREVEPORT
MONROE
ALEXANDRIA
NEW ORLEANS
LITTLE ROCK
HOT SPRINGS
MEMPHIS
JACKSON
JEFFERSON CITY
ST LOUIS
QUINCY
CHICAGO
CICERO
JOLIET
LAFAYETTE
TERRE HAUTE
EVANSVILLE
LOUISVILLE
CINCINNATI
COLUMBUS
KALAMAZOO
DETROIT
TOLEDO
CLEVELAND
ASHTABULA
AKRON
YOUNGSTOWN
PITTSBURGH
WILKES-BARRE
SUNBURY
PHILADELPHIA
HAGERSTOWN
HARRISONBURG
SALISBURY
KNOXVILLE
CHATTANOOGA
ASHEVILLE
WINSTON-SALEM
GREENSBORO
DURHAM
RALEIGH
FLORENCE
BIRMINGHAM
ATLANTA
COLUMBUS
ALBANY
PENSACOLA
JACKSONVILLE
CLEARWATER
TAMPA
MIAMI
ROCHESTER
PITTSFIELD
NORTHAMPTON
WORCESTER
WATERBURY
BROOKLYN
ST. ALBANS
MANCHESTER
LEWISTON
PORTLAND
PORTSMOUTH
BOSTON
BANGOR
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MONTANA
WYOMING
COLORADO
NEW MEXICO
ARIZONA
UTAH
NEVADA
IDAHO
OREGON
WASHINGTON
MINNESOTA
WISCONSIN
IOWA
ILLINOIS
INDIANA
OHIO
MISSOURI
ARKANSAS
LOUISIANA
MISSISSIPPI
ALABAMA
GEORGIA
TENNESSEE
KENTUCKY
PENNSYLVANIA
NEW YORK
MAINE

GLENN D. GILLETT

MARCY EAGER

WILLIAM E. PLUMMER

HENRY B. RIBLET

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(*Continued from page 398*)

pal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable inteference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are sepaarted by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicability of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance of less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth.

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominion Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

D. Service and Interference

1. *Satisfactory signal*—It is recognized that, in the absence of interference from other stations and in regions where the natural electrical noise level is not abnormally high, a signal of 100 microvolts per meter constitutes a usable signal in rural and sparsely settled areas but that, because of the higher electrical noise levels in more thickly populated communities, greater field intensities (ranging as high as 25 millivolts or more in cities) are necessary to render satisfactory service. It is further recognized that it is not possible to accord protection to stations from objectionable interference over the entire areas over which their signals are or may be above the electrical noise level, particularly at night, and that it is necessary to specify boundaries or contours at or within which stations are protected from objectionable interference from other stations.

2. *Areas protected from objectionable interference*—The boundaries or contours at and within which the several classes of stations shall be protected from objectionable interference are as set forth in Appendix II. No station, however, need be protected from objectionable interference at any point outside the boundaries of the country in which such station is located.

With respect to the root-mean-square values of interfering field intensities referred to herein, it shall be understood to apply in determining the interference between existing stations and no station thereafter assigned the channel shall increase the root-mean-square value of the interfering field intensity above the maxima specified in the attached tables.

3. *Objectionable interference on the same channel*—Objectionable interference shall be deemed to exist to a station when, at the boundary or field intensity contour specified in Appendix II with respect to the class to which the station belongs, the field intensity of an interfering station (or the root-mean-square value of the field intensities of two or more interfering stations) operating on the same channel, exceeds for ten (10) percent or more of the time the value of the permissible interfering signal set forth opposite such class in Appendix II.

4. *Interference to dominant clear channel stations*—A station shall be considered as not capable of causing objectionable interference to a Class I clear channel station on the same frequency when it is separated from the dominant clear channel station by a difference of 70 degrees or more of longitude.

5. *Objectionable interference on adjacent channels*—It is recognized, in principle, that objectionable interference may be caused to a desired station when, at or within the specified contours of a desired station, the field intensity of the ground wave of an undesired station operating on an adjacent channel (or the root-mean-square value of the field intensities of two or more such undesired stations operating on the same adjacent channel) exceeds a value determined by the following ratio:

Separation between channels	*Minimum permissible ratio of desired to undesired signals*
10 kc.	1 to 0.5
20 kc.	1 to 10
30 kc.	1 to 50

For convenient reference, the maximum permissible values of interfering signals on such adjacent channels at specified contours are set forth in Appendix III, Table I.

6. *Application of standards to existing stations:*

(a) For the purpose of estimating objectionable interference, all stations (other than those of Class II) shall be assumed to use the maximum power permitted to their respective classes. In this connection, the power of Class I-A stations shall be considered to be 50 kw. or the actual power, if higher.

(b) After this agreement has been placed in operation a station thereafter assigned a channel already assigned to other stations shall not be considered as preventing existing stations from increasing their power to the maximum allowed their class, even though such power increase may limit the newly assigned station to a field intensity contour of higher value than that permitted its class.

7. *Frequency stability*—The operating frequency of each broadcast station shall be maintained to within 50 cycles of the assigned frequency until January 1, 1939, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

8. *Spurious radiation*—The governments shall endeavor to reduce and, if possible, eliminate spurious radiations from broadcast stations. Such radiations shall be reduced in all cases until they are not of sufficient intensity to cause interference outside the frequency band required for the type of emission employed. With respect to type A-3 emissions (radio-telephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and, with respect to amplitude modulation, the operating percentage of modulation should not be less than seventy-five (75) percent on peaks of frequent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability.

E. Determination of Presence of Objectionable Interference

1. *Antenna performance* — For the purpose of calculating the presence and the degree of objectionable interference, stations of the several classes shall be assumed to produce effective field, corrected for absorption, for one kilowatt of input power to the antenna, as follows:

Class of Station	*At One Mile*	*At One Kilometer*
I	225 mv/m	362 mv/m
II and III	175 mv/m	282 mv/m
IV	150 mv/m	241 mv/m

In case a directional antenna is employed, the interfering signal of a broadcasting station will vary in different directions. To determine the interference in any direction, in the absence of actual interference measurements, the horizontal and vertical field intensity patterns of the directional antenna must be calculated and by comparing the appropriate vectors in the horizontal or vertical pattern with that of a nondirectional with the same effective field, the interfering signal toward any other station can be expressed in terms of kilowatts. This rating in kilowatts shall be applied in the use of mileage separation tables or in computing distances from the propagation curves or tables.

2. *Power*—The power of a station shall, for the purposes of notifications required by this Agreement, be determined in one of the following manners:

(a) By taking the product of the square of the antenna current and the antenna resistance (antenna input power).

(b) By determination of the station's effective field intensity, corrected for absorption, by making sufficient field intensity measurements on at least eight radials as nearly equally spaced as practicable and by relating the field intensity thus determined to the effective field intensity of a station having the antenna efficiency stipulated above for its class.

3. *Methods of determining the presence of objectionable interference* — The existence or absence of objectionable interference from stations on the same or adjacent channels shall be determined by one of the following methods:

(a) By actual measurements contained in the method hereinafter prescribed;

or, with the mutual consent of the countries concerned:

(b) By reference to the propagation curves in Appendices IV and V, or

(c) By reference to the distance tables set forth in Appendix VI.

4. *Actual proof of existence or absence of objectionable interference*—The existence or absence of objectionable interference may be proved by field intensity measurements or recordings made with suitable apparatus, duly calibrated, by Government

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engineers or other engineers as may be mutually acceptable to the Governments concerned. Such field intensity measurements shall be made in the manner and for the periods of time mutually agreed upon by the Governments concerned.

The contracting Governments agree to facilitate the making of the measurements by requiring the stations involved to remain silent or operate in the manner deemed necessary, and at such times as not to interrupt regular schedules.

5. *Proof based on propagation curves and distance tables:*

(a) *Sky wave curves*—In computing the distance to the 50 per cent sky wave field intensity contour of a Class I station of a given power, and also in computing the 10 percent skywave field intensity of an alleged interfering station, of any class and given power, at a specified distance, use may be made of the appropriate graphs set forth in Appendix V, entitled "Average Sky Wave Field Intensity Corresponding to the Second Hour after Sunset in the Recording Station, 100 Millivolt per Meter at One Mile (161 at one kilometer)".

(b) *Ground wave curves*—The distance to any specified ground wave field intensity contour may be determined from appropriate ground wave curves plotted for the frequency under consideration and the conductivity and dielectric constant of the earth between the station and desired contour. The frequency and the conductivity of the earth must be considered in every case and where the distance is great due allowance must be made for loss due to curvature of the earth. A family of curves is necessary for this purpose. A graph for a conductivity of 10-13 is set forth in Appendix IV, entitled "Ground Wave Field vs. Distance for One Kilowatt Radiated From Short Antenna". Three frequencies in the standard broadcast band are given. For other frequencies and soil conditions (conductivity and dielectric constant) other curves are required. A conductivity of 10-13 is considered average and is used throughout in determining the ground wave value for computing the mileage separation tables.

(c) *Distance tables*—Table I shows the required day separation in miles between broadcast stations on the same channel. Table II gives the required distance in miles from the boundary of a country in which a Class I-A station is located for the daytime operation of a Class II station on the same channel in another country. Table III gives the required separation in miles between broadcast stations on adjacent channels during both daytime and nighttime. Table IV gives the required night separation in miles between broadcast stations operating on the same channel. The assumed conditions of operation are given in Appendix VI.

The tables are based upon the use of nondirectional antennas but, in case a directional antenna is employed at a particular station, it will be necessary to consider the radiation distribution of the directional antenna involved and to modify the mileage separation accordingly. The night separation tables for stations on the same frequency are computed from the skywave curve given in Appendix V. These curves are based on extensive measurements of the skywave produced by broadcasting stations and shall be considered as accurate in all cases unless proof to the contrary is available as set out in Section E 4. The mileage separation tables for the same channel during daytime and for adjacent channels day and night are computed from the groundwave curve in Appendix IV. Tables apply only in case the frequency is 1000 kc and the assumed soil conductivity and dielectric constant prevail. Since these values vary in every case the tables for daytime and adjacent channel separation cannot be used except as a general guide. In any case under consideration an estimate of the mileage separation required may be made from the operating frequency and known or assumed soil conditions. To determine the interference accurately, measurements must be made in accordance with Section E 4 on the frequency under consideration or on another frequency and from the curves the values may be determined for the desired frequency.

F. Miscellaneous

1. *Engineering standards*—The engineering standards set forth in this Agreement are subject to revision when justified by technical advances in the art, with the mutual consent of the governments parties to this Agreement.

Attachments:

Appendix I — Priority of use of clear channels for Class I and II stations.

Appendix II—Protected service and interference.

Appendix III—Adjacent channel interference.

Appendix IV—Ground wave graphs.

Appendix V—Sky wave graphs.

Appendix VI—Mileage separation tables.

Appendix VII — Engineering requirements for use of regional channels by Class II stations.

III

Notification and Effect Thereof

1. *Initial notification*—Each Government shall, as soon as possible after ratification of this Agreement, and in any event not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(a) A complete list of all broadcast stations actually in operation in its country in the standard broadcast band both as of the date of the signing of this Agreement and as of the date of transmitting said list, showing with respect to each station its call signal, location, frequency, power, and antenna characteristics together with all changes authorized to be made with respect to said stations on or before the effective date of this Agreement, and the classification claimed for each such station.

(b) A complete list of all changes authorized to be made with respect to said stations after the effective date of this Agreement, the dates on or before which such changes are to be consummated, and the classification claimed for each such station under this Agreement when the proposed change has been consummated.

(c) A complete list of all new broadcast stations authorized but not yet in operation, showing with respect to each such station its call signal, location, frequency, power and antenna characteristics, the date and or before which each such station shall commence operation, and the classification claimed for it under this Agreement.

(d) The Governments agree that prior to the effective date of this Agreement, they will, so far as possible, resolve all conflicts that may arise between them as a result of the foregoing initial listings, and that, notwithstanding some such conflicts may

(*Continued on page 402*)

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(*Continued from page 401*)

remain unresolved, they will cooperate to the end that there be no delay in putting the provisions of this Agreement into full force and effect on that date.

(e) In resolving conflicts in the use of clear channels, and in the listing of Class I and Class II stations, the provisions of this Agreement and particularly of Appendix I shall be controlling. In resolving conflicts in the use of regional and local channels, and in the listing of Class III and Class IV stations, priority of use shall be recognized in each country with respect to stations which at the time of signing of this Agreement are in actual operation, which in substance conform to the definitions of said classes as set forth in this Agreement, and with respect to which no substantial change is made or proposed; a change of frequency in order to conform to the designation of channels in this Agreement shall not be deemed a substantial change.

2. *Subsequent notifications* — After the effective date of this Agreement and throughout the period during which it shall remain in effect, each Government shall promptly notify the other Governments by registered letter of all further changes in existing broadcast stations and of all further new broadcast stations, together with similar information with regard to each such change or new station, and the proposed date on which each such change is to go into effect and on which each such new station is to actually commence operation.

3. *Effect of notification*—Each government may, within 30 days of receiving notification of any proposed change in the assignment of an existing station or of the authorization of a new station in another country, notify the Government of the latter country of any objection it may have thereto under the terms of this Agreement.

4. *Conflict between notifications*—To be valid, notifications of changes in the assignments of existing stations, or of authorizations of new stations must be such that the assignments proposed therein are in accordance with this Agreement and are such as not to involve objectionable interference to existing stations in other countries, assigned and operating in accordance with this Agreement. As between two or more notifications of changes or authorizations of new stations proceeding from different countries, after the effective date of this Agreement, priority in the date of mailing of notification shall govern.

5. *Cessation of effect*—(a) A notification of a proposed change in the assignment of an existing station or of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. *Berne Bureau* — The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

IV

Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

V

Ratification, Execution and Denunciation

1. *Ratification*—To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify but shall have signified to those countries that have ratified its readiness, pending ratification and as an administrative measure, to put the provisions of this Agreement (including the contents of Appendix I) into effect in whole or in part, then such country, together with those countries which shall have ratified, may, by administrative agreement between them, fix a definite date on which they shall give effect to such provisions, which date shall preferably be one year from the date of such administrative agreement.

The ratification must be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of Cuba. This same Government shall, through diplomatic channels, notify the other signatory Governments of the ratifications as soon as they are received.

2. *Effect of ratification*—This Agreement shall be valid only as between such countries as shall have ratified it.

3. *Execution*—The contracting Governments undertake to apply the provisions of this Agreement, and to take steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

4. *Denunciation* — Each contracting Government shall have the right to denounce this Agreement by a notification addressed, through diplomatic channels, to the Government of Cuba, and announced by that Government, through diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year from the date on which the notification was received by the Government of Cuba. This effect shall apply only to the author of the denunciation. This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

VI

Effective Date and Term of the Agreement

1. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of

(*Continued on page 403*)

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Appendices and Tables: Allocation Provisions of Havana Agreement

APPENDIX I

Under the provisions of Section II of this Agreement each country may use all the 106 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

TABLE I

Canada	14
Cuba	9*
Dominican Republic	1
Haiti	1
Mexico	15
Newfoundland	2*
United States	63

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*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII and VIII following herewith.

TABLE II

Class I-A Stations

(Canada, Cuba, and Mexico)

Frequency	*Location of Stations*
690	Quebec, Canada
730	Mexico, D. F.
740	Ontario, Canada
800	Sonora, Mexico
860	Ontario, Canada
900	Mexico, D. F.
990	Manitoba, Canada
1010	Alberta, Canada
1050	Nuevo Leon, Mexico
1220	Yucatan, Mexico
1540	Santa Clara, Cuba
1570	Nuevo Leon, Mexico
1580	Quebec, Canada

TABLE III

Class I-B Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
810	New York, U. S. A.	—	None
810	California, U. S. A.	—	To be determined
940	Quebec, Canada	5 kw. min. permissible	Determine from operation
940	Mexico, D. F.	—	Determine from operation
1000	Jalisco, Mexico	20	To be determined
1000	Washington, U. S. A.	—	To be determined
1000	Illinois, U. S. A.	—	To be determined
1010	Havana, Cuba	—	Determine from operation
1060	Mexico, D. F.	—	To be determined
1060	Pennsylvania, U. S. A.	—	To be determined
1070	Maritime Provinces, Canada	—	None
1070	California, U. S. A.	—	None
1080	Connecticut, U. S. A.	—	To be determined
1080	Texas, U. S. A.	—	To be determined
1090	Baja Calif., Mexico	—	To be determined
1090	Maryland, U. S. A.	—	To be determined
1090	Arkansas, U. S. A.	—	To be determined
1110	North Carolina, U. S. A.	—	To be determined
1110	Nebraska, U. S. A.	—	To be determined
1130	British Columbia, Canada	5 kw. min. permissible	None
1130	New York-New Jersey, U. S. A.	—	None
1140	Chihuahua, Mexico	—	To be determined
1140	Virginia, U. S. A.	—	To be determined
1170	Oregon, U. S. A.	—	To be determined
1170	Oklahoma, U. S. A.	—	To be determined
1170	West Virginia, U. S. A.	—	To be determined
1190	Sinaloa, Mexico	—	To be determined
1190	Indiana, U. S. A.	—	To be determined
1550	Ontario, Canada	—	Determine from operation
1550	Vera Cruz, Mexico	20	Determine from operation
1560	Havana, Cuba	—	......

TABLE IV

Class II Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
640	Newfoundland	—	None
690	Kansas-Oklahoma, U. S. A.	—	To be determined [a]
740	Calif., U. S. A.	—	To be determined [b]
800	Ontario, Canada	5	To be determined
810	Tamaulipas (Tampico) Mexico	50	To be determined
900	Quebec, Canada	5	To be determined
990	Tennessee, U. S. A.	—	To be determined [c]
1000	Oriente, Cuba	10	To be determined
1050	New York, U. S. A.	—	To bo determined
1060	Alberta, Canada	10	To be determined
1070	Alabama, U. S. A.	—	To be determined
1080	Manitoba, Canada	15	To be determined
1080	Haiti	10	To be determined
1110	Mexico, D. F.	20	To be determined
1130	Louisiana, U. S. A.	—	To be determined
1170	Dominican Republic	10	To be determined
1190	Havana, Cuba	15	To be determined

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[a] Permissible to increase field intensity above 25 uv/m (10% skywave) west of Minnesota on Canadian border.

[b] Same as [a] except west of North Dakota.

[c] Same as [a] except east of Minnesota. Also 650 miles from border requirement waived.

TABLE V

Class II Stations [a] on Regional Channels

(Cuba and Newfoundland)

Frequency	*Location of Stations*	*Maximum Power in kw.*
560	Newfoundland	10
570	Santa Clara, Cuba	15
590	Havana, Cuba	25
630	Havana, Cuba	15
1270	Havana, Cuba	10

---

[a] These stations shall use directional antennas to prevent objectionable interference to the Class III stations on the channel in accordance with Appendix VII.

TABLE VI

Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640 650 660 670 680 700 710 720 750 760 770 780 820 830 840 850 870 880 890 1020 1030 1040 1100 1120 1160 1180 1200 1210 1500 1510 1520 1530

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs. and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

TABLE VII

Special Conditions Regarding the Use of 1010 kc. by Cuba and Canada

With regard to the use of the clear channel of 1010 kc by a Class I-A station in Canada, and by a Class I-B station in Cuba, both countries mutually agree that the interfering signal shall not exceed for 10 per cent of the time or more the value of 50 microvolts per meter at the following points of measurement: in Cuba at any point east of the province of Camaguey, and in Canada at any point west of the province of Manitoba.

TABLE VIII

Special Conditions Affecting Canada

Nothing stated in this Agreement shall be construed to preclude Canada from asserting priority of use with reference to certain Class III and IV stations now in operation in Canada on existing clear and regional channels which through this Agreement will become of a class of channel which may not permit their use by Class III and IV stations.

(*Continued on page 404*)

Text of the Havana Treaty

(*Continued from page 402*)

Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, wherever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

VII

Adherence

This Agreement shall be open to adherence in the name of Newfoundland.

In witness whereof the respective plenipotentiaries have signed the Agreement in triplicate, one copy in English, one in Spanish, and one copy in French, each of which shall remain deposited in the archives of the Government of Cuba and a copy of each of which shall be forwarded to each Government.

Done at Habana, Cuba, December 13, 1937.

Appendices and Tables: Allocation Provisions of Havana Agreement

(Continued from page 403)

PROTECTED SERVICE CONTOURS AND PERMISSIBLE INTERFERENCE SIGNALS FOR BROADCAST STATIONS

APPENDIX II

TABLE I

Class of station	*Class of channel used*	*Permissible power*	*Boundary or signal intensity contour of area protected from objectionable interference* [a]		*Permissible interfering signal* [b]	
			Day	*Night*	*Day*	*Night* [c]
I A	Clear	50 kw or more	Boundary of country in which station is located		5 uv/m	25 uv/m [d]
I B	Clear	10 kw to 50 kw	100 uv/m	500 uv/m (50% sky wave)	5 uv/m	25 uv/m
II	Clear [d]	0.25 kw to 50 kw	500 uv/m [e]	2500 uv/m [e] (Ground wave)	25 uv/m [e]	125 uv/m [e]
III A	Regional	1 kw to 5 kw	500 uv/m	2500 uv/m (Ground wave)	25 uv/m	125 uv/m
III B	Regional	0.5 kw to 1 kw night and 5 kw day	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m
IV	Local	0.1 kw to 0.25 kw	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m

---

[a] In accordance with other provisions in this Agreement this freedom of interference does not apply outside the boundaries of the country in which the station is located.

[b] From other stations on same channel only. For adjacent channels see Appendix III, Table I.

[c] Sky wave field intensity exceeded for 10% of the time.

[d] No Class II station shall be assigned to the same channel as a Class I-A station for nighttime operation (from sunset to sunrise) less than 650 miles of the nearest border of the country in which the Class I-A station is located.

[e] These values are with respect to interference from all stations except Class I, which stations may cause interference to a field intensity contour of higher value. However, it is recommended that Class II stations be so located that the interference received from Class I stations will not exceed these values. If the Class II stations are limited by Class I stations to higher values, then such values shall be the standard established with respect to interference from all other classes of stations.

APPENDIX III
TABLE I
ADJACENT CHANNEL INTERFERENCE

Channel separation between desired and undesired stations	*Maximum ground wave field intensity of undesired station*
10 kc	0.25 mv/m
20 kc	5.0 mv/m
30 kc	25.0 mv/m

The undesired ground wave signal shall be measured at or within the 0.5 mv/m ground wave contour of the desired station. These values apply to all classes of stations both day and night and are based on ground waves only. No adjacent channel interference is considered on the basis of an interfering sky wave.

APPENDIX VI
Mileage Separation Tables

The required separations between broadcasting stations as tabulated below are based upon the following conditions:

1. The use of nondirectional antennas.
2. Antenna efficiencies (in mv/m at one mile for one kilowatt).
    Class I—225 mv/m
    Class II and III—175 mv/m
    Class IV—150 mv/m
3. Frequency, 1000 kc.
4. Soil conductivity, $s = 10^{-13}$.
5. Soil dielectric constant, $e = 15$.
6. Groundwave transmission as shown on chart in Appendix IV.
7. Skywave transmission as shown on chart in Appendix V.
8. Protection to service areas as shown in Appendix II, Table I.
9. Ratio of desired to undesired signal:

Channel Separation	*Ratio of Desired to Undesired*
Same frequency	20:1
10 kc.	2:1
20 kc.	1:10
30 kc.	1:50

TABLE I

REQUIRED DAY SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON THE SAME CHANNEL

	Class IV		Classes II and III							Class I					
Class and Power	**100 W.**	**250 W.**	**0.25 Kw.**	**0.5 Kw.**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**100 Kw.**	**250 Kw.**	**500 Kw.**
Class IV															
100 W.	143	165	172	192	213	265	285	310	335	390	417	437	462	486	513
250 W.	165	173	180	200	221	273	293	318	343	415	442	462	487	511	538
Classes II and III															
0.25 Kw.	172	180	183	203	224	276	296	321	346	418	446	465	490	514	541
0.5 Kw.	192	200	203	210	231	283	303	328	353	446	473	493	518	542	569
1 Kw.	213	221	224	231	239	291	311	336	361	467	494	514	539	563	590
5 Kw.	265	273	276	283	291	313	333	358	383	520	547	567	592	616	643
10 Kw.	285	293	296	303	311	333	345	370	395	540	567	587	612	636	663
25 Kw.	310	318	321	328	336	358	370	389	414	565	592	612	637	661	688
50 Kw.	335	343	346	353	361	383	395	414	430	587	614	634	639	688	710
Class I															
10 Kw.	390	415	418	446	467	520	540	565	587	556	585	605	620	655	682
25 Kw.	417	442	446	473	494	547	567	592	614	585	612	632	657	682	709
50 Kw.	437	462	465	493	514	567	587	612	634	605	632	652	677	702	729
100 Kw.	462	487	490	518	539	592	612	637	659	628	657	677	697	727	754
250 Kw.	486	511	514	542	563	616	636	661	683	655	682	702	727	751	778
500 Kw.	513	538	541	569	590	643	663	688	710	682	709	729	754	778	805

TABLE II

REQUIRED DISTANCE IN MILES FROM THE BOUNDARY OF A COUNTRY IN WHICH A CLASS I-A STATION IS LOCATED FOR DAYTIME OPERATION OF A CLASS II ON THE SAME CHANNEL

	Class II						
Power of Station	**0.25 Kw.**	**0.5 Kw**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**
Miles from Boundary	237	261	282	335	355	380 402	

(Continued on page 406)

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Appendices and Tables: Allocation Provisions of Havana Agreement

(Continued from page 404)

TABLE III

REQUIRED DAY AND NIGHT SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON ADJACENT CHANNELS

	Class IV						Classes II and III														
Class &	0.1 Kw.			0.25 Kw.			0.25 Kw.			0.5 Kw.			1 Kw.			5 Kw.			10 Kw.		
Power	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.
Class IV																					
0.1 Kw.	73	37	32	82	45	40	86	47	42	94	55	50	105	63	58	133	84	79	149	98	93
0.25 Kw.	82	45	40	90	48	41	94	50	43	102	58	51	113	66	59	141	87	80	157	101	94
Classes II & III																					
0.25 Kw.	86	47	42	94	50	43	96	51	43	104	59	51	115	67	59	143	88	80	159	102	94
0.5 Kw.	94	55	50	102	58	51	104	59	51	112	62	52	123	70	60	151	91	81	167	105	95
1 Kw.	105	63	58	113	66	59	115	67	59	123	70	60	131	73	62	159	94	83	175	108	97
5 Kw.	133	84	79	141	87	80	143	88	80	151	91	81	159	94	83	180	104	87	196	118	101
10 Kw.	149	98	93	157	101	94	159	102	94	167	105	95	175	108	97	196	118	101	210	123	104
25 Kw.	172	115	110	180	118	111	182	119	111	190	122	112	198	125	114	219	135	118	233	140	121
50 Kw.	190	131	126	198	134	127	200	135	127	208	138	128	216	141	130	237	151	134	251	156	137
Class I																					
10 Kw.	162	107	102	170	110	103	172	111	103	180	114	104	188	117	106	209	127	118	223	132	113
25 Kw.	183	126	121	191	129	122	193	130	122	201	133	123	209	136	125	230	146	129	244	151	132
50 Kw.	203	144	139	211	147	140	213	148	140	221	151	141	229	154	143	250	164	147	264	169	150
500 Kw.	277	211	206	285	214	107	287	215	207	295	218	208	303	221	210	324	231	214	338	236	217

	Class II						Class I											
Class and Power	25 Kw.			50 Kw.			10 Kw.			25 Kw.			50 Kw.			500 Kw.		
	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30Kc.	10 Kc.	20 Kc.	30 Kc.	10 Kc.	20 Kc.	30 Kc.
Class IV																		
0.1 Kw.	172	115	110	190	131	126	162	107	102	183	126	121	203	144	139	277	211	206
0.25 Kw.	180	118	111	198	134	127	170	110	103	191	129	122	211	147	140	285	214	207
Classes II and III																		
0.25 Kw.	182	119	111	200	135	127	172	111	103	193	130	122	213	148	140	287	215	207
0.5 Kw.	190	122	112	208	138	128	180	114	104	201	133	123	221	151	141	295	218	208
1 Kw.	198	125	114	216	141	130	188	117	106	209	136	125	229	154	143	303	221	210
5 Kw.	219	135	118	237	151	134	209	127	110	230	146	129	250	164	147	324	231	214
10 Kw.	233	140	121	251	156	137	223	132	113	244	151	132	264	169	150	338	236	217
25 Kw.	250	149	125	268	165	141	242	145	123	261	160	136	281	178	154	355	245	221
50 Kw.	268	165	141	284	172	145	260	161	139	279	168	144	297	185	158	371	252	225
Class I																		
10 Kw.	242	145	123	260	161	139	232	137	115	253	156	134	273	174	152	347	241	219
25 Kw.	261	160	136	279	168	144	253	156	134	272	163	139	292	181	157	366	248	224
50 Kw.	281	178	154	297	185	158	273	174	152	292	181	157	310	190	161	384	257	227
500 Kw.	355	245	221	371	252	225	347	241	219	366	248	224	384	257	227	451	291	247

TABLE IV

Required Night Separation in Miles Between Broadcast Stations on the Same Channels

The following tables indicate the mileage protection each class must give all other classes.

Class I-A	Class I-A	Not required to protect Class II stations on same channel at night.

TABLE IV A

Class I-B	Class I-B	Must protect other Class I-B stations as shown below.

Class I-B	*5 kw.*	*10 kw.*	*25 kw.*	*50 kw.*
10 kw.		2665	3010	3280
25 kw.		3010	3243	3500
50 kw.		3280	3500	3660

TABLE IV—C

CLASS III-Aa MUST PROTECT OTHER CLASSES AS SHOWN BELOW

	Class III-A		Class III-B	
Class III-A	1 Kw.	5 Kw.	.5 Kw.	1 Kw.
1 Kw.	739	1025	550	553
5 Kw.	1025	1039	847	851

aSee Appendix VII for protection Class III stations should give Class II stations on regional channels.

TABLE IV D

Class III Bb Must protect other classes as shown below.

	Class III A		*Class III B*	
Class III B	*1 kw.*	*5 kw.*	*.5 kw.*	*1 kw.*
.5 kw.	735	1020	383	550
1. kw.	739	1025	550	553

TABLE IV-B

CLASS II—MUST PROTECT OTHER CLASSES AS SHOWN BELOW

	Class II Stations							Class I-B Stations			Class I-A Stations Distance from Nearest Border of Country in Which Class I-A Station is Located
Class II	.25 Kw.	.5 Kw.	1 Kw.	5 Kw.	10 Kw.	25 Kw.	50 Kw.	10 Kw.	25 Kw.	50 Kw.	
.25 Kw.	451	602	732	1018	1136	1271	1529	1378	1610	1760	1038
.5 Kw.	602	606	736	1022	1140	1275	1533	1508	1735	1890	1180
1 Kw.	732	736	739	1025	1143	1280	1535	1658	1885	2080	1335
5 Kw.	1018	1022	1025	1039	1157	1292	1547	2165	2395	2550	1830
10 Kw.	1136	1140	1143	1157	1162	1298	1553	2450	2680	2830	2122
25 Kw.	1271	1275	1280	1292	1298	1310	1560	2880	3120	3260	2575
50 Kw.	1529	1533	1535	1547	1553	1560	1570	3090	3330	3480	2730

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TABLE IV E

Class IV—Must protect other classes as shown below.

Class IV	*Class III A* 1 kw.	5 kw.	*Class III B* .5 kw.	1 kw.	*Class IV*
.1 kw.	300	300	Daytime separation determines		Daytime separation determines
.25 kw.	395	407			

[b] See Note a, Table IV-c

TABLE IV F

Distance Class II Stations must be from Class I A and I B Stations to obtain recommended protection to Class II Station (2.5 mv/m ground wave contour).

Class II (a)	*Class I A and I B Stations* 10 kw.	25 kw.	50 kw.	500 kw.
.25 kw.	1248	1462	1520	2767
.5 kw.	1252	1470	1523	2771
1. kw.	1256	1473	1528	2775
5. kw.	1270	1484	1541	2789
10. kw.	1275	1490	1546	2793
25. kw.	1285	1498	1743	2803
50. kw.	1293	1510	1750	2812

Note (a): Must use directional antenna to protect dominant station or stations with these separations.

TABLE IV G

Distance Class IV Stations must be from Class III-A and III-B Station to obtain recommended protection to Class IV Station (4.0 mv/m ground wave contour).

Class IV Power	*Class III-A or III-B* .5	1.0	5.0
.10	377	547	847
.25	381	551	851

APPENDIX VII

Engineering Requirements for the Use of Regional Channels by Class II Station under the Provisions of Section C 5 c.

A Class II station assigned to a regional channel in accordance with Section C 5 c shall use a directional antenna or other means to limit the interfering signal within the protected service area of any Class II station on the channel to the value set forth in Appendix II, Table I. The interfering signal in case of projected operation shall be determined from the characteristics of the antenna and appropriate curve in Appendix V. In case of actual operation the interfering signal shall be determined by the method described in Section E 4.

Class III stations, operating on a channel to which a Class II station is assigned, should limit the interference to the Class II station in conformity with the provisions of Appendix II, Table I.

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ALLEN B. DU MONT LABORATORIES, INC.—2 Main Ave., Passaic, N. J. Products: cathode ray tubes, oscillographs, television receivers and transmitters. Trade Name: *Du Mont.*

ALLEN-BRADLEY CO. — 1326 S. Second St., Milwaukee, Wis. Products: bradleyometers, bradleyunits, bradleystats, radioleaks. Trade Name: *Bradley.*

AMERICAN STEEL PACKAGE CO.—Squire Ave., Defiance, O. Products: Variable gang condensers. Trade Name: *Defiance.*

AUTOMATIC RADIO MFG. CO., INC.—122 Brookline Ave., Boston, Mass. Products: receiving sets—midget, table, console, automobile, combination radio-phonograph and recorder, battery portable. Trade Names: *Automatic, Auto Rola, Tom Thumb, Automaster, Airmaster Symphony, Monarch, Atlas, Universal, Mel-O-Tone.*

BEAD CHAIN MFG. CO. — 110 Mountain Grove St., Bridgeport, Conn. Products: radio tube contact pins. Trade Name: *Bead Chain.*

BELMONT RADIO CORP.—5921 Dickens Ave., Chicago, Ill. Products: receiving sets — consoles, midgets, automobile, portable, combination radio-phonograph, television consoles, aviation sets. Trade Name: *Belmont.*

BENDIX RADIO CORP.—920 E. Fort Ave., Baltimore, Md. Products: aviation radio equipment.

BENTLEY, HARRIS MFG. CO.—Hector & Lime Sts., Conshocken, Pa. Products: varnished tubing and sleeving. Trade Name: *B.H.*

BLILEY ELECTRIC CO. — Union Station Bldg., Erie, Pa. Products: quartz crystals, crystal holders and crystal ovens. Trade Name: *Bliley.*

WILLIAM BRAND & CO. — 276 Fourth Ave., New York City. Products: varnished tubing, saturated sleeving, mica condenser films and fabricated parts, varnished cambric, paper in rolls, tape, etc., sheet and fabricated bakelite, fibre, mica plate in sheets and punched to dimension, etc. Trade Name: *Turbo.*

WALTER C. BRAUN, INC. — 601 W. Randolph St., Chicago, Ill. Products: amplifiers. Trade Names: *Radolek, Ozarka, Pioneer.*

C. F. CANNON CO. — Main St., Springwater, N. Y. Products: headsets. Trade Name: *Cannon-Ball.*

CENTRALAB — 900 E. Keefe Ave., Milwaukee, Wis. Products: variable resistors, volume and tone controls, fixed resistors, ceramic capacitors and switches. Trade Name: *Centralab.*

CHAMPION RADIO WORKS — 88 Holten St., Danvers, Mass. Products: radio tubes, resistance tubes. Trade Name: *Champion.*

CHICAGO TELEPHONE SUPPLY CO. — 1142-1228 W. Beardsley Ave., Elkhart, Ind. Products: volume controls, tone controls, switches, fixed resistances, head phones, etc. Trade Names: *Frost-Radio, Chiphone. CTS.*

CHICAGO TRANSFORMER CORP. —3501 Addison St., Chicago, Ill. Products: small transformers and reactors.

CINCH MFG. CORP.—2335 W. Van Buren St., Chicago, Ill. Products: tube sockets, soldering lugs, terminal strips, connector plugs, binding posts, etc. Trade Name: *Cinch.*

CLAROSTAT MFG. CO., INC.—285 N. Sixth St., Brooklyn, N. Y. Products: fixed resistors, variable resistors, wire, carbon, radio-phonograph combination sets and recorders. Trade Name: *Clarostat.*

COLONIAL RADIO CORP. — 254 Rano St., Buffalo, N. Y. Products: receiving sets—midget, table, console, battery, automobile, combination radio-phonograph and recorder, portable. Trade Names: *Colonial, King.*

CONTINENTAL CARBON INC.—13900 Lorain Ave., Cleveland, O. Products: resistors, suppressors, carbon granules for transmitters, paper dielectic condensers, *Filternoys* to eliminate radio interference. Trade Names: *Continental, Filternoys.*

CONTINENTAL RADIO & TELEVISION CORP.—3800 Cortland St., Chicago, Ill. Products: receiving sets, radio-phonograph, combination and recorder, midget, console, table, battery, automobile. Trade Name: *Admiral.*

CORNELL-DUBILIER ELECTRIC CORP.—1000 Hamilton Blvd., South Plainfield, N. J. Products: capacitors. Trade Names: *Micadon, Ducon, Tubular, C-D, Cub, Tigers, Hi-Mike, Dykanol, Beaver.*

CORNING GLASS WORKS — Walnut St., Corning, N. Y. Products: bulbs and tubing for radio and television tubes, insulators. Trade Names: *Corning, Pyrex.*

CORNISH WIRE CO. INC. — 30 Church St., New York City. Products: radio hook-up wires, antenna accessories, antenna kits, shielded auto radio wires, electric cords, public address wires. Trade Names: *Corwico, Cor-Lac, Nu-Cor, Super-Cor, Braidite, Flexibus.*

CRESCENT TOOL & DYE CO.—4140 W. Belmont Ave., Chicago, Ill. Products: loud speakers, tools and dyes, miscellaneous metal and fiber stampings, transformer channel frames, subpanels, chassis, pulleys and brackets.

CROSLEY RADIO CORP. — 1329 Arlington St., Cincinnati, O. Products: receiving sets — midget, table, console, combination radio-phonograph and recorder; FM sets, tubes, service parts, antennas; battery, automobile, portable. Trade Name: *Crosley.*

CROWE NAME PLATE & MFG. CO.—3701 Ravenswood Ave., Chicago, Ill. Products: tuning units for household and automobile radios: dials, scales on glass, metal, pyralin and bakelite; embossed, etched, or lithographed escutcheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets. Trade Name: *Crowe.*

DeJUR - AMSCO CORP. — 6 Bridge St., Shelton, Conn. Products: radio, electrical and photographic products, trimmer condensers, electrical measuring condensers, power rheostats, exposure meters and photo-electric cells. Trade Name: *DeJur.*

DeWALD RADIO MFG. CORP.—440 Lafayette St., New York City. Products: receiving sets, console, table, midget, combination radio-phonograph, battery, automobile. Trade Names: *Pierce Airo, DeWald.*

WILBUR B. DRIVER CO.—150 Riverside Ave., Newark, N. J. Products: resistance wire, carbonized nickel ribbon, nickel support wire, grid wire, filament wire. Trade Names: *Radiocarb A, Policarb, Duocarb, Sylvaloy, Cobanic, Tensite, Hilo, Modified Hilo, Emissaloy, Mangrid, Cupron, Balco, Tophet A, Tophet C, No. 30 Alloy, No. 60 Alloy, No. 90 Alloy, No. 180 Alloy.*

HUGH H. EBY, INC.—4700 Stenton Ave., Philadelphia, Pa. Products: binding posts, plugs, terminal strips, sockets, metal and bakelite punchings, molded tip jacks, laminated tip jacks, adaptors, battery adaptor cable, cable assemblies, strain reliefs, tie points, electric eyes, electric eye kits, AC and DC relays, photo-cell equipment, radio and electrical specialties. Trade Name: *Eby.*

ELECTRICAL RESEARCH LABORATORIES, INC.—2020 Ridge Ave., Evanston, Ill.—Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable. Trade Names: *Erla, Sentinel.*

ELECTRO MOTIVE MFG. CO., INC.—S. Park & John Sts., Williamantic, Conn. Products: carbon resistors, molded mica condensers, padders and trimmers, automobile suppressors. Trade Name: *Elmenco.*

EMERSON RADIO & PHONOGRAPH CORP. — 111 Eighth Ave., New York City. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable, television sets, FM receivers, record players, tubes and parts. Trade Name: *Emerson.*

ERIE RESISTOR CORP.—644 W. 12th St., Erie, Pa. Products: resistors, compensating condensers, silver-mica condensers, suppressors, plastic parts. Trade Name: *Erie.*

ESSEX WIRE CORP.—14310 Woodward Ave., Detroit, Mich. Products: copper wire products, relays—all types, and random wound coils. Trade Names: *RBM, Essex, Paranite, S-X.*

FARNSWORTH RADIO & TELEVISION CORP.—3700 E. Pontiac St., Ft. Wayne, Ind. Products: radio sets, console, table, midget, portable, combination radio—phonograph, battery, police, television sets, transmitters, sound transmitters, FM sets, television cameras. Trade Names: *Farnsworth, Capehart.*

JOHN E. FAST & CO. — 3123 N. Crawford Ave., Chicago, Ill. Products: fixed electrical condensers. Trade Name: *Fast.*

GALVIN MFG. CORP.—4545 Augusta Blvd., Chicago, Ill. Products: receiving sets—console, table, midget, automobile, battery. Trade Name: *Motorola.*

GENERAL ELECTRIC CO. — 1285 Boston Ave., Bridgeport, Conn. Products: broadcast and television receivers—console, table, midget, combination radio-phonograph, automobile, battery. *Handy Phone*, radio tubes, broadcast and television transmitters and transmitting and television tubes, FM sets. Trade Name: *GE.*

GENERAL INSTRUMENT CORP. —829 Newark Ave., Elizabeth, N. J. Products: multiple variable condensers, record changers. Trade Name: *G.I.*

GENERAL RADIO CO. — 30 State St., Cambridge A, Mass. Products: laboratory and production test equipment and apparatus, radio parts for general experimental purposes. Trade Name: *General Radio.*

GITS MOLDING CORP.—4600 W. Huron St., Chicago, Ill. Products: drum dial, insulators, housings, escutcheons, knobs, push buttons, remote control cases, trade marks and medallions, concentric cable, coaxial cable. Trade Name: *The Molding Gits Corp.*

EDWIN I. GUTHMAN & CO.—400 S. Peoria St., Chicago, Ill. Products: r.f. coils, chokes, oscillators, i.f. transformers, padder and trimmer condensers, textile covered and Litzendraht wire, radio cabinets, coil winding machinery. Trade Names: *Guthman, Super Q.*

HAMMARLUND MFG. CO., INC.—424 W. 33rd St., New York City. Products: variable condensers, trimmers, short-wave parts, receiving sets, commercial and short wave. Trade Names: *Hammarlund, Super Pro, H-Q "120".*

HAWLEY PRODUCTS CO.—201 N. First Ave., St. Charles, Ill. Products: speaker diaphragms and spiders, automobile speaker housings, loop antenna covers and other molded fibre specialties.

HAZELTINE CORP.—15 Exchange Pl., Jersey City, N. J. Products: patents and engineering service to manufacturers.

HYGRADE SYLVANIA CORP.—Emporium, Pa. Products: radio receiving tubes, cathode ray tubes, radio panel lamps, incandescent lamp bulbs, fluorescent lamps and miralum fixtures. Trade Names: *Sylvania, Hygrade.*

HYTRON CORP.—76 Lafayette St., Salem, Mass. Products: radio tubes. Trade Name: *Hytron.*

INDIANA STEEL PRODUCTS CO. —6 No. Michigan Ave., Chicago, Ill. Products: permanent magnets for all purposes. Trade Name: *Ispco.*

INTERNATIONAL RESISTANCE CO.—401 N. Broad St., Philadelphia, Pa. Products: resistors — fixed and variable, metallized, precision, power wire wound, voltage dividers, volume controls and tone controls, rheostats, attenuators. Trade Names: *I.R.C., Metallized.*

IRVINGTON VARNISH & INSULATOR CO.—6 Argyle Terrace, Irvington, N. J. Products: insulating materials used in the manufacture of radio parts, such as varnished cambric, varnished paper, irv-o-slot insulation and saturated and varnished tubing. Trade Names: *Irvington Insulation, Standard of the World.*

JEFFERSON ELECTRIC CO.—25th Ave. & Madison St., Bellwood, Ill. Products: radio, electric and automotive transformers, chokes, coils, television deflecting yokes, scanning transformers. Trade Name: *Jefferson.*

JENSEN RADIO MFG. CO.—6601 So. Laramie Ave., Chicago, Ill. Products: loud speakers and components. Trade Name: *Jensen.*

KEN-RAD TUBE AND LAMP CORP. — Owensboro, Ky. Products: radio tubes and incandescent electric lamps. Trade Name: *Ken-Rad.*

KESTER SOLDER CO. — 4201 Wrightwood Ave., Chicago, Ill. Products: solders, plastic rosin flux filled solder, special flux solders for radio and electric work. Trade Name: *Kester.*

KING LABORATORIES, INC.—205 Oneida St., Syracuse, N. Y.—Products: barex embedded getters, special alloys, chemicals and metals. Trade Name: *Barex.*

LENZ ELECTRIC MFG. CO.—1751 N. Western Ave., Chicago, Ill. Products: cords, wires and cables for radio.

MAGNAVOX CO.—2131 Bueter Rd., Fort Wayne, Ind. Products: radio loud speakers, dry types electrolytic filter and by-pass capacitors. Trade Name: *Magnavox.*

P. R. MALLORY & CO., INC.—3029 E. Washington St., Indianapolis, Ind. Products: dry electrolytic condensers for AC and DC auto-radio vibrators, all-wave switches, volume controls, power rheostats, heavy duty and flexible resistors, dial light assemblies, grid bias cells, jacks, jack switches, push button switches, plugs, cable connectors, radio convenience outlets, dry disc rectifiers, battery chargers, resistance welding electrodes, electrical contacts. Trade Names: *Mallory, Yaxley.*

MICAMOLD RADIO CORP.—1087 Flushing Ave., Brooklyn, N. Y. Products: mica, paper, electrolytic condensers; carbon resistors, wirewound resistors, ballast tnbes, television condensers. Trade Name: *Micamold.*

THE MUTER CO.—1255 S. Mich. Ave., Chicago, Ill. Products: candohm resistors, aerial accessories, voltage regulators, switches, hygrometers, relays, condensers. Trade Names: *Candohm, Compo, Mutter, Gen-Ral, Zipohm, Spirashield.*

NATIONAL CARBON CO.—30 E. 42nd St., New York City. Products: radio A, B, and C batteries. Trade Name: *Eveready.*

NATIONAL CO., INC.—61 Sherman St., Malden, Mass. Products: amateur experimental and communication type receivers and transmitting equipment, dials, eliminators, choke coils, transformers, condensers, couplings, amplifiers, grid grips, ceramic insulators and sockets for AM and FM. Trade Names: *National, H.R.O., Velvet Vernier.*

NATIONAL UNION RADIO CORP.—57 State St., Newark, N. J. Products: radio tubes. Trade Names: *National Union, Sonatron.*

NOBLITT-SPARKS INDUSTRIES, INC.—Columbus, Ind. Products: receiving sets—table, console, battery, automobile, combination radio-phonograph. Trade Name: *Arvin.*

OAK MFG. CO.—711 W. Lake St., Chicago, Ill. Products: switches, range, rotor, tap, push button, vibrators, synchronous and non-synchronous. Trade Name: *Oak.*

THE OHIO CARBON CO.—12508 Berea Rd., Lakewood, O. Products: carbon resistors and suppressors for automobiles. Trade Name: *Ohiohm.*

OPERADIO MFG. CO.—St. Charles, Ill. Products: loud speakers, amplifiers, public address equipment, intercommunicators. Trade Name: *Operadio.*

PARISIAN NOVELTY CO.—3510 Western Ave., Chicago, Ill. Products: printers and fabricators of celluloid, bakelite, lamicoid and insurok dials; manufacturers of transparent celluloid and vinylite dial crystals.

PHILADELPHIA STORAGE BATTERY CO.—Tioga & C Sts., Philadelphia, Pa. Products: receiving sets—midget, table, console, combination ratelevision, police, short wave; tubes, amplifiers and sound distribution equipment. Trade Names: *Philco, Philco-Transitone.*

PHILMORE MFG. CO., INC.—113 University Pl., New York City. Products: receiving sets—midgets, battery; microphones, amplifiers, aerial eliminators, headphones, fixed crystals, crystal sets. Trade Names: *Philmore, Selective, Ajax, Deluxe, Supertone, Blackbird, Little Wonder, Kompakt Radio.*

PHONOVISION CORP.—850 Blackhawk St., Chicago, Ill. Products: receiving sets—console, midget, combination radio-phonograph. Trade Names: *Seeburg, Symphonolas, Corona.*

PILOT RADIO CORP.—37-06 36th St., Long Island City, N. Y. Products: receiving sets—table, console, midget, combination radio-phonograph, battery, portable; television sets, console and table; FM sets. Trade Name: *Pilot.*

QUALITY HARDWARE & MACHINE CORP.—5831 Ravenswood Ave., Chicago, Ill. Products: all types of metal stampings and light manufacture.

QUAM-NICHOLS CO.—33rd Pl. & Cottage Grove, Chicago, Ill. Products: quam permanic, quam aerial kits, private brand kits, permanent magnet dynamic speakers, toy telephones. Trade Names: *Quam-Nichols Company, Quam Speakers, Marvel Phones.*

RADIO CONDENSER CO.—Davis & Copewood Sts., Camden, N. J. Products: variable air condensers. Trade Name: *Radio Condenser Company.*

RADIO SPEAKERS, INC.—221 E. Cullerton St., Chicago, Ill. Products: radio loud speakers and recorders. Trade Name: *Radio Speakers.*

RAYTHEON PRODUCTION CORP.—55 Chapel St., Newton, Mass. Products: radio tubes. Trade Name: *Raytheon.*

RCA MFG. CO., INC.—201 N. Front St., Camden, N. J. Products: receiving sets—midget, table, console, combination radio-phonograph, Victrolas, battery, automobile, portable, police; television sets—console, table, separate video and kits; broadcasting and transmitting equipment; television transmitting and receiving equipment; photophone equipment, vacuum tubes including radio receiving tubes, transmitting tubes, and parts. Trade Names: *RCA Victor, RCA Radiotron.*

READRITE METER WORKS—135 E. College Ave., Bluffton, O. Products: radio testing instruments and vane type meters. Trade Names: *Readrite, Ranger.*

REA MAGNET WIRE CO., INC.—East Pontiac St., Extended, Fort Wayne, Ind. Products: magnet wire, all insulations. Trade Name: *REA.*

REMLER CO., LTD.—2101 Bryant St., San Francisco, Cal. Products: receiving sets—midget, table console, battery. Trade Name: *Remler.*

ROLA CO., INC.—2530 Superior Ave., Cleveland, O. Products: loud speakers for radio receiving sets and public address equipment. Trade Name: *Rola.*

F. W. SICKLES CO.—Box 920, Springfield, Mass. Products: radio coils; units; padders, mica and air; trimmers, mica and air; silver mica condensers. Trade Names: *Sickles Diamond Weave, Silvercap.*

THE SPARKS-WITHINGTON CO. 2400 E. Ganson St., Jackson, Mich. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable. Trade Name: *Sparton.*

SPEER RESISTOR CORP.—Saint Marys, Pa. Products: insulated and non-insulated resistors and carbon suppressors. Trade Name: *Speer.*

SPERRY GYROSCOPE CO., INC.—Manhattan Bridge Plaza, Brooklyn, N. Y. Products: aircraft automatic radio direction finder; aircraft gyropilot, directional gyro, and gyro horizon; marine gyro-compass, incandescent and high intensity searchlights, course recorder, rudder angle indicator, electro-mechanical steering system, ship gyro pilot; anti-aircraft sound locator, searchlight, universal fire control director, aviation sets. Trade Name: *Sperry.*

STACKPOLE CARBON CO.—Tannery St., St. Marys, Pa. Products: variable resistors, fixed carbon resistors (insulated and uninsulated), snap switches, tone switches, contacts, graphite anodes for radio transmitting and power tubes, slide switches, iron cores. Trade Name: *Stackpole.*

SUPREME INSTRUMENTS CORP.—Greenwood, Miss. Products: radio testing instruments. Trade Name: *Supreme Testing Instruments.*

STANDARD TRANSFORMER CORP.—1500 N. Halsted St., Chicago, Ill. Products: transformers to manufacturers' specifications, amateur transmitting, public address transformers, low voltage power devices, rectifiers, electrical specialties. Trade Name: *Stancor.*

STEWART-WARNER CORP.—1826 Diversey Parkway, Chicago, Ill. Products: receiving sets—consoles, table, midget, combination radio-phonograph, battery, automobile, portable; television sets—console; FM sets. Trade Names: *Stewart-Warner, Concert Grand.*

STROMBERG - CARLSON TELEPHONE MFG. CO.—100 Carlson Rd., Rochester, N. Y. Products: receiving sets—console, radio-phonograph combinations, battery; television sets; program service systems; paging systems; antenna kits; FM sets. Trade Names: *Stromberg-Carlson, Treasure Chest.*

SYNTHANE CORP.—Oaks, Pa. Products: synthane laminated bakelite sheets, rods and tubes, plain and printed panels, sub-panels, terminal blocks, synthographic dials, pierced and threaded coil forms, speaker spiders and voice coil bobbins, punchings and machined parts. Trade Names: *Synthane, Synthographic.*

TUNG-SOL LAMP WORKS, INC.—95 Eighth Ave., Newark, N. J. Products: radio tubes, radio panelbulbs. Trade Name: *Tung-Sol.*

UTAH RADIO PRODUCTS CO.—820 Orleans St., Chicago, Ill. Products: speakers, vibrators, transformers, chokes, resistors, jacks, volume controls, tone controls, jack switches, push button switches, plugs and midget motors. Trade Name: *Utah.*

WEBSTER-CHICAGO CO.—5622 Bloomingdale Ave., Chicago, Ill. Products: amplifiers and accessories, automatic record changers, sound systems, phonograph motors and turntables, laminations and stampings, microphones and pickups. Trade Names: *Webster-Chicago, Amplicall, Super-Dyne, Super-Fidelity, Uni-Vel, Duo-Vel, Master.*

WELLS-GARDNER & CO.—2701 N. Kildare Ave., Chicago, Ill. Products: receiving sets—table, console, combination radio-phonograph, battery, automobile, midget, portable. Trade Name: *Wells-Gardner.*

WESTON ELECTRICAL INSTRUMENT CORP.—614 Frelinghuysen Ave., Newark, N. J. Products: electrical measuring instruments, sensitive relays and associated devices, radio servicing and tube testing equipment, electrical speed measuring equipment, photoelectric devices and photographic exposure, meters, west-o-therm bi-metallic thermometers. Trade Names: *Weston, Photronic, Jewell.*

C. P. MacGREGOR

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The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

TITLE I—GENERAL PROVISIONS

PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.[1]

APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires—

(a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of $10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants,[2] a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed $4,000. The general counsel and the chief engineer and the chief accountant[2] shall each receive an annual salary of not to exceed $9,000; the secretary shall receive an annual salary of not to exceed $7,500; the director of each division shall receive an annual salary of not to exceed $7,500; and no assistant shall receive an annual salary in excess of $7,500. The Commission shall have authority, subject to the

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[1] *The provision relating to safety of life and property were added by "An Act to amend the Communications Act of 1934, approved June 19, 1934, for the purpose of promoting safety of life and property at sea through the use of wire and radio communications, to make more effective the International Convention for the Safety of Life at Sea, 1929, and for other purposes." Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, accountants,[2] inspectors, attorneys, examiners, and other employees as are necessary in the execution of its functions.

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest: *Provided further*, That each year, at the beginning of the session of the Congress, the Commission shall report to the Congress whether or not any new wire or radio communication legislation is required better to insure safety of life and property. If any such new legislation is considered necessary the Commission shall make specific recommendations thereof to the Congress.[3]

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

(o) [4]For the purpose of obtaining maximum effectiveness from the use of radio and wire communications in connection with safety of life and property, the Commission shall investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems.

DIVISIONS OF THE COMMISSION

Sec. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

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TITLE III—PROVISIONS RELATING TO RADIO

PART I—GENERAL PROVISIONS

LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

Section 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be considered to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

ZONES[5]

GENERAL POWERS OF COMMISSION

Sec. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify radio stations;

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[2] *The provisions relating to accountants were added by "An Act to amend paragraph (f) of Sec. 4 of the Communications Act of* 1934." *Public, No. 423, 74th Congress, approved, Jan. 22, 1936.*

[3] *The second proviso was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[4] *Subsection (o) of section 4 was added by "An Act to amend the Communications Act of* 1934", *Public—No. 97—75th Congress, approved May 20, 1937.*

[5] *Sec.* 302 *was repealed by "AN ACT relating to the allocation of radio facilities." Public—No. 652—74th Congress, approved, June 5,* 1936. *The text of Sec.* 302 *was as follows:*

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(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;

(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

(d) Determine the location of classes of stations or individual stations;

(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however,* That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) (1) Have authority to suspend the license of any operator upon proof sufficient to satisfy the Commission that the licensee—

(A) has violated any provision of any Act, treaty, or convention binding on the United States, which the Commission is authorized to administer, or any regulation made by the Commission under any such Act, treaty, or convention; or

(B) has failed to carry out a lawful order of the master or person lawfully in charge of the ship or aircraft on which he is employed; or

(C) has willfully damaged or permitted radio apparatus or installations to be damaged; or

(D) has transmitted superfluous radio communications or signals or communications containing profane or obscene words, language, or meaning, or has knowingly transmitted—

(1) false or deceptive signals or communications, or

(2) a call signal or letter which has not been assigned by proper authority to the station he is operating; or

(E) has willfully or maliciously interfered with any other radio communications or signals; or

(F) has obtained or attempted to obtain, or has assisted another to obtain or attempt to obtain, an operator's license by fraudulent means.

(2) No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.[6]

(n) Have authority to inspect all radio installations associated with stations required to be licensed by any Act or which are subject to the provisions of any Act, treaty, or convention binding on the United States, to ascertain whether in construction, installation, and operation they conform to the requirements of the rules and regulations of the Commission, the provisions of any Act, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which they are constructed, installed, or operated.[6]

Sec. 302. (a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

(o) [4] Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.[6]

WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.[7]

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however,* That in cases of emergency found by the Commission, licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further,* That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.

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[6] *Subsections (m) and (n) of section 303 were amended and subsection (r) of section 303 was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[7] *Subsection (b) of section 307 was amended by Public—No. 652—74th Congress, approved June 5, 1936.*

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(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

LIMITATION ON HOLDING AND TRANSFER OF LICENSES

SEC. 310. (a) The station license required hereby shall not be granted to or held by—

(1) Any alien or the representative of any alien;

(2) Any foreign government or the representative thereof;

(3) Any corporation organized under the laws of any foreign government;

(4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;

(5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

REVOCATION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however,* That no such order of revocation shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

(b) Any station license hereafter granted under the provisions of this Act or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

APPLICATION OF ANTITRUST LAWS

SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however,* That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

PRESERVATION OF COMPETITION IN COMMERCE

SEC. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

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FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

LOTTERIES AND OTHER SIMILAR SCHEMES

SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than $1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

ANNOUNCEMENT THAT MATTER IS PAID FOR

SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

OPERATION OF TRANSMITTING APPARATUS

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission: *Provided, however*, That the Commission if it shall find that the public interest, convenience, or necessity will be served thereby may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below thirty thousand kilocycles: *Provided further*, That the Commission shall have power to make special regulations governing the granting of licenses for the use of automatic radio devices and for the operation of such devices.[5]

CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321[6]. (a) The transmitting set in a radio station on shipboard may be adjusted in such a manner as to produce a maximum of radiation, irrespective of the amount of interference which may thus be caused, when such station is sending radio communications or signals of distress and radio communications relating thereto.[6]

(b) All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322.[6] Every land station open to general public service between the coast and vessels or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any ship or aircraft station at sea; and each station on shipboard or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any other station on shipboard or aircraft at sea or with any land station open to general public service between the coast and vessels or aircraft at sea: *Provided*, That such exchange of radio communication shall be without distinction as to radio systems or instruments adopted by each station.[7]

INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

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[5] *The provisos in section 318 were added by "An Act to amend section 318 of the Communications Act of 1934." Public—No. 26—75th Congress, 1st Session, approved March* 29, 1937.

[6] *Sections 321, 322 and 329 were amended by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

CENSORSHIP; INDECENT LANGUAGE

Sec. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

Sec. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Phillipine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

Sec. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Phillipine Islands and the Canal Zone shall be represented by the Secretary of State.

ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

Sec. 329.[6] The Commission is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States to render therein such service in connection with the administration of this Act as the Commission may prescribe and also to designate any officer or employee of any other department of the Government to render such services at any place within the United States in connection with the administration of title III of this Act as may be necessary: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.[7]

TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

Section 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

Sec. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, or suspending a radio operator's license[10]), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(3) By any radio operator whose license has been suspended by the Commission.[10]

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it, mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application or order[11] involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case of the Commission to carry out the judgment of the court: *Provided, however*, That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

INQUIRY BY COMMISSION ON ITS OWN MOTION

Sec. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

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[10] *The provisions in sections* 402 *(a) and (b)* (3) *relating to suspension of a radio operator's license were added by Public—No.* 97—*75th Congress,* 1st *Session*, approved *May* 20, 1937.

[11] *The words "or order" were added by Public—No.* 97—*75th Congress,* 1st *Session, approved May* 20, 1937.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however,* That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

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GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition be in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpena of the Commission, whether such subpena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than $100 nor more than $5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

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TITLE V—PENAL PROVISIONS—FORFEITURES

GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than $10,000 or by imprisonment for a term of not more than two years, or both.

VIOLATIONS OF RULES, REGULATIONS, AND SO FORTH

SEC. 502. Any person who willfully and knowingly violates any rule, regulation, restriction or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties provided by law, be punished, upon conviction thereof, by a fine of not more than $500 for each and every day during which such offense occurs.

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VENUE OF OFFENSES

SEC. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

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TITLE VI—MISCELLANEOUS PROVISIONS

UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

SEC. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted

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communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided*, That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided*, That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

EFFECTIVE DATE OF ACT

SEC. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

SEPARABILITY CLAUSE

SEC. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. NW. Washington, D. C. National 3870	William Green, Pres.
Congress for Industrial Organization	CIO	1106 Connecticut Ave. Washington, D. C. District 3582	Philip Murray, Pres.
American Communications Association	CIO	10 Bridge St. New York City Bowling Green 9-3007	Joseph Selly, Acting Pres. Leonard F. Ohl, V.-P. Josephine Timms, Secy.-Treas.
International Brotherhood of Electrical Workers	AFL	1200 15th St. NW. Washington, D. C. District 3766	E. J. Brown, Pres.
American Federation of Musicians	AFL	1450 Broadway New York City Pennsylvania 6-2546	James C. Petrillo, Pres.
International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	George E. Browne, Pres.
Association of Technical Employes of NBC	. . .	201 N. Wells St. Chicago Randolph 8884	E. C. Horstman, Pres.
Associated Broadcast Technicians	IBEW (AFL)	1200 15th St., N.W. Washington, D. C. District 3766	D. J. Dunlop, Bus. Mgr.
American Advertising Guild	CIO	31 E. 27th St. New York City Murray Hill 5-5532	Forrest Barnes, Pres. Anne Hanley, Secy.
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-6930	Forrest Barnes, Pres.
American Newspaper Guild	CIO	14 Pearl St. New York City Whitehall 3-1272	Donald Sullivan, Pres. Milton Kaufman Ex. V.P. Victor Pasche, Secy.-Treas.
Associated Actors & Artistes of America	AFL	45 W. 47th St. New York City Bryant 9-3550	Frank Gillmore, Pres.
Organizations affiliated with Associated Actors & Artistes of America			
Actors Equity Ass'n	AFL	45 W. 47th St. New York City Bryant 9-3550	Bert Lytell, Pres. Paul Dullzell, Ex. Secy.-Treas.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Lawrence Tibbett, Pres. Mrs. Emily Holt, Ex. Secy.
American Guild of Musical Artists Inc.	AFL	545 Fifth Ave. New York City Vanderbilt 6-6340	Lawrence Tibbett, Pres. Mrs. Blanche Witherspoon, Ex. Secy.
American Guild of Variety Artists	AFL	1650 Broadway New York City Circle 6-7130	Dewey Bartis, President Hoyt Haddock, Ex. Secy.
Screen Actors Guild	....	7046 Hollywood Blvd. Hollywood, Cal. Crestview 1-2166	Edwin Arnold, Pres. Kenneth Thomson, Ex. Secy.
		545 Fifth Ave. New York City Vanderbilt 6-6340	Mrs. Florence Marston Eastern Representative

DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from U. S. Bureau of Foreign and Domestic Commerce and Radio Administrations of Some Countries

(Note: All assignments are subject to revisions in 1941 under The Havana Treaty)

**Denotes time is sold for advertising, according to best available information*

BAHAMAS

[Receiving Sets, 1,880. Set £1]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nassau	ZNS	Government	790	1,000
"	ZNS-2	"	6090	400

Log compiled as of Oct. 11, 1940.

BRITISH HONDURAS

[Receiving Sets, 1,200. Set Tax, $1]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belize	ZIK2	Government	10600	200

Log compiled as of Oct. 11, 1940.

COSTA RICA

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alejuela	TI5JJM	*Emilio E. Martinez	575	1,500
"	TI5NG	*Narciso Garcia	750	500
Heredia	TI4NRH	*Amando Cespedes	710	750
San Jose	TIRH	*Rafael Hine	970	500
"	TIEP	*Eduardo Pinto H.	830	3,000
"	TIFA	*Francisco Arie	1000	250
"	TIGPH	*Gonzalo Pinto H.	800	3,000
"	TIGPH2	*Gonzalo Pinto H.	605	1,000
"	TISMG	*Guillermo Zuniga	1045	500
"	TILJ	*Lola Monje Peralta	775	450
"	TIPG	*Claudia Martinez N.	625	5,000
"	TIRRC	Carlos Borge (Prbo)	1200	500
"	TIOS	*G. Castro	940	500
"	TIRS	*Rogelio Sotela B.	920	400
"	TIXD	*Andrea Venegas	800	100
"	TIGH	*Gonzalo Garcia	690	1,000
"	TIEP	*Eduardo Pinto	1225	3,000
"	TIHZ	*Heli Zuniga	1150	1,000
"	TINBC	*Oscar Martinez N. (under construction)	1070	5,000
San Juan de Tibas	TILUZ	*Gonzalo Pinto H.	650	7,000
San Pedro	TILS	*Luis Saenz Mata	880	5,000
"	TIMC	*J. Mario Cardos M.	670	700
		SHORT WAVE STATIONS		
Heredia	TI4NRH	*Amando Cespedes	9692	750
Las Juntas de Abangarez	TIRVM	Ruben Venegas Mora	6035	500
Puntarenas	TIWS	Consuelo de Salazar	6065	500
San Jose	TIEP	*Eduardo Pinto H.	6700	1,000
"	TIGPH	*Gonzalo Pinto H.	5824	1,000
"	TIPG	*Claudia Martinez	9615	2,000
"	TIRCC	Carlos Borge (Prbo)	6180	300
"	TIRH	*Rafael Hine	6150	250
San Pedro	TILS	*L. Saenz Mata	6165	2,000

Log compiled as of Oct. 19, 1940.

CUBA

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Banes	CMKX	*Oscar Vidal Benitez	1190	200
Bayamo	CMKL	*Alberto Alvarez Ferrera	950	200
Caibarien	CMHD	*Manuel Alvarez	1270	200
Camaguey	CMJA	*Rafael Valdes Jimenez	860	200
"	CMJC	*Fernando T. Bolanos	1330	200
"	CMJE	*Primo Alonso Casales	1230	200
"	CMJF	*Gertrudis de la Cauz Perez	930	200
"	CMJK	*Jones Castrillon y Cia.	1020	500
"	CMJN	*Radio Habana Cuba	610	1,000
"	CMJX	*Rodolfo Gonzalez Solis	900	200
"	CMJW	*Andres Moran Cisneros	1070	200
Cardenas	CMGE	*Genaro Sabater	1370	200
Ciego de Avila	CMJH	*Luis Marauri	1360	200
"	CMJI	*Gilberto Gessa	1130	200
"	CMJO	*Bonifacio Ildefonso	1260	200
Cienfuegos	CMHJ	*Romualdo Ugalde	1160	200
"	CMHM	*Jose R. Femenias	1450	200
"	CMHO	Enrique Lasanta Oliver y Felix Gonzalez	1020	200
Cruces	CMHK	*Virgilio Villanueva	1210	200
Guantanamo	CMKS	*Candido Savon Suarez	860	200
"	CMKH	*Virgilio Arciero	1110	200
Havana	CMBC	*Domingo Fernandez Cruz	780	2,500
"	CMBD	*Luis Perez Garcia	1290	200
"	CMBF	*Cia. Cubana de Radio y Television, S. A.	1290	5,000
"	CMBG	*John L. Stowers	1180	200
"	CMBH	*Alberto Alverez Ferrerra	1600	5,000
"	CMBL	*Radio Cadena Suaritos	720	5,000
"	CMBQ	*Rufino Pazos Hernandez	1150	5,000
"	CMBS	*Enrique Artalejo	1250	200
"	CMBX	*Vicente Espinosa	1180	200
"	CMBY	*Pages y Cia.	1410	200
"	CMBZ	*Manuel y Guillermo Salas	1010	200
"	CMC	*Rafael Valdes	1350	200
"	CMCA	*Augusto Testar y J. M. Gonzalez	1350	200
"	CMCB	*Metropolitan Radio de Cuba, S. A.	1250	200
"	CMCD	*La Voz del Aire, S. A.	630	15,000
"	CMCF	*Dr. Oscar Gutierrez	810	5,000
"	CMCG	*La Onda, S. A.	1080	200
"	CMCH	*Radio Popular, S. A.	1050	200
"	CMCJ	*Rafael Rodriguez	1560	200
"	CMCK	*Luis Casas Romero	970	5,000
"	CMCM	*Cia. Transradio Columbia, S. A.	850	200
"	CMCO	*Enrique Lasanta	1210	200
"	CMCQ	*Andres Martinez	1410	200
"	CMCR	*Aurelio Hernandez	1560	200
"	CMCU	*Jorge Garcia Serra	1110	200
"	CMCW	*Jose Vilarino	1510	200
"	CMCX	*Radio Popular, S. A.	1050	200
"	CMCY	*Radio Habana Cuba	590	15,000
"	CMK	*Fausto Montiel	750	200
"	CMOA	*Juan Fernandez Duran	1210	200
"	CMOX	*Perez y Chisholm	1510	200

Because of the war, accurate data on European, African and Asiatic broadcasting stations is unobtainable.

XUM

CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Havana—Continued	CMQ	*Combo y Gabriel, S. A.	690	25,000
"	CMW	*Troncoso y Gil	550	800
"	CMX	*Francisco Lavin	880	10,000
"	CMZ	Constitutional Army	920	5,000
Holguin	CMKF	*Manuel J. de Gongora	1460	200
"	CMKO	*Manuel Angulo Farran	1280	200
"	CMKV	*Radio Habana Cuba	570	1,000
Jovellanos	CMGN	*Radio Habana Cuba	740	1,000
Manzanillo	CMKM	*Raimundo Comas Soler	1080	200
"	CMKE	*Radioemisora Manzanillo	1310	200
Matanzas	CMGF	*Bernabe R. de la Torre	1120	200
"	CMGH	*Manuel Garcia Alvarez	1190	500
Palma Soriano	CMKZ	*Joaquin Venero Obregon	1430	200
Pinar del Rio	CMAB	*Francisco Martinez	1240	200
"	CMAC	*Israel P. Fajardo	1030	100
"	CMAN	*Radio Habana Cuba	570	1,000
"	CMAR	*Jose A. Luzon	940	200
Placetas	CMHP	*Candide de los A. Guevara	1100	200
Sagua Grande	CMHA	*Abelardo Menocal	1090	200
Santa Clara	CMHI	*Radio Habana Cuba	830	10,000
" "	CMHW	*Guillermo Domenech	950	200
" "	CMHX	*Francisco Chavarry	1480	200
Santiago de Cuba	CMKD	*Otto J. Vinas	910	1,000
" "	CMKQ	*Angela Viciedo Quintero	1490	500
" "	CMKG	*Emilio Grau Medina	1000	200
" "	CMKC	*Roberto Miguel Gonzalez	1250	200
" "	CMKN	*Radio Habana Cuba	640	1,000
" "	CMKR	*Jaime Nadal	1400	200
" "	CMKW	*Claudio Alvarez Soriano	1050	1,000
Sancti-Spiritus	CMHB	*V. E. Weiss y O. Ramirez	1240	200
Trinidad	CMHT	*Fernando E. Soto del Valle	920	200
		SHORT WAVE STATIONS		
Camaguey	COJK	*Jones Castrillon y Cia.	8663	1,000
Havana	COCD	*La Voz del Aire S. A.	6130	1,000
"	COCH	*General Broadcasting Co.	9437	5,000
"	COCM	*Cia. Transradio Columbia, S. A.	9833	1,000
"	COCO	*Luis Casas Romero	6010	5,000
"	COCQ	*Cambo y Gabriel, S. A.	9670	5,000
"	COCX	*Francisco Lavin	11650	1,000
Matanzas	COGF	*Bernabe R. de la Torre	11800	1,000
Santa Clara	COHI	*Radio Habana Cuba	11775	5,000
Santiago de Cuba	COKG	*E. G. Medina	8942	1,200

Log compiled as of Dec. 16, 1940.

DOMINICAN REPUBLIC

[Receiving Sets, 7,000. Set Tax, 50 Cents Annually‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ciudad Trujillo	HIN	*J. M. Bonnetti Burgos	1090	150
" "	HIX	*Gobierno Dominicano	800	800
" "	HIZ	*Frank Hatton	1350	200
" "	HI8Q	*Julio Garcia Alardo	1475	25
		SHORT WAVE STATIONS		
Ciudad Trujillo	HI1G	*Andres Cordero Puello	6280	100
" "	HI2G	*Andres Cordero Puello	9290	100
" "	HIL	*J. C. Teixido	6500	60
" "	HI1N	*J. M. Bonetti Burgos	6243	700
" "	HIT	*F. A. Sanabia	6630	100
" "	HI1Z	*Frank Hatton	6316	100
" "	HI1X	*Gobierno Dominicano	6333	250
" "	HI2D	*Accion Catolica Dom.	6206	100
" "	HI6H	*Emilio Garden Jr.	6115	100

DOMINICAN REPUBLIC—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Romana	HI3C	*Antonio Herrero H.	6105	30
San Cristobal	HI8T	*Raul Henriquez	6122	30
San Fco. Macoris	HI4V	*Luis Raul Betances	6170	100
San P. Macoris	HIH	*Domingo Dominguez	6780	250
"	HI1J	*F. M. Donastorg	6025	40
Santiago	HI1A	*Rafael Western	6182	75
"	HI1L	*Maria Josefa Tavarez	6480	100
"	HI1S	*Generoso Sarnelli	6420	200
"	HI3U	*Fernando Bertran	6015	100
"	HI9B	*Jacinto L. Sanchez	6383	200

Log compiled as of Dec. 1, 1940.
‡Tax law not enforced in practice, and it is estimated not more than 25% of owners pay set tax.

CURACAO

(DUTCH WEST INDIES)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Willemstad	PJC1	Curacaosche Radio Vereeniging	5935 9105	150

Log compiled as of Oct. 23, 1940. A 3,000-watt station operating on several frequencies, not yet announced, is expected to be operating in Willemstad early in 1941.

GUATEMALA

[Receiving Sets, 21,700. Set Tax, $3.00 per Annum]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guatemala	TG1	*Departamento de Communicaciones Electricas	1310	300
"	TGW	*Radioifusora Nacional	1520	5,000
"	TGX	*Periodico "Liberal Progresista"	1400	50
Quezaltenango	TGQ	*Departamento de Communicaciones Electricas	1450	300
		SHORT WAVE STATIONS		
Guatemala	TG2	*Departamento de Communicaciones	6190	300
"	TGWA	*Radiofusora Nacional	9685 11760 15170 17800	10,000
"	TGWB	*Radiofusora Nacional	6460	1,000
"	TGWC	*Radiofusora Nacional	2320	1,000
"	TGX1	*Periodico "Liberal Progresista"	6100	50
Quezaltenango	TGQA	*Departamento de Communicaciones Electricas	6400	300

Log compiled as of Oct. 10, 1940.

HAITI

[Receiving Sets, 3,000. Set Tax, 20c per Tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Port au Prince	HHK	Radio-Haiti‡	1820 6200 9620 17850 21670	25,000
"	HHW[1]	*Ricardo C. Widmaier Jr.	1230	100
		SHORT WAVE STATIONS		
Port au Prince	HH2S	*Societe Haitienne de Radiodiffusion	6070	100
"	HH3W[1]	*Ricardo C. Widamier Jr.	9780	100
"	HHBM[2]	*Franck C. Magloire	9660	100

Log compiled as of Nov. 30, 1940.
‡Off the air since Dec. 1, 1937. On June 9, 1938, a concession was granted by the Haitian Government to the "Societe Auxiliare d'Etudes et de Gestion" to operate a radio broadcast and television station in Haiti. A local company, Radio-Haiti, was formed to exploit this concession but was cancelled Oct. 23, 1940, because of failure to comply with certain clauses.

[1] HHW and HH3W transmit simultaneously.

[2] Construction permit issued Nov. 4, 1940.

HONDURAS

[Receiving Sets, 16,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS		
La Ceiba	HRD	*Miguel R. Moncada	6235	100
San Pedro Sula	HRPI	*Filiberto Diaz Zelaya	6351	150
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	5875	750

Log compiled as of Oct. 3, 1940.

MEXICO

[Receiving Sets, 300,000-350,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguascalientes	XEBI	*Pedro C. Rivas	1000	250
Campeche	XEA	*Luis A. Maury	1400	250
Cananea	XEFQ	*Pedro L. Diaz	1010	500
"	XEJS	*Francisco Lopez Balcazar	1230	100
Chihuahua	XEBU	*Feliciano Lopez Islas	1240	50
"	XEBW	*Radio Emisora del Norte	1340	250
"	XEFI	*Ramiro G. Uranga	1440	1,000
"	XEJK	*Manuel Armendariz	1230	100
"	XEM	*Pedro Meneses Jr.	1390	500
Coatzacoalcos	XEFZ	*Pedro E. Rocher	1340	300
Colima	XERL	*J. Roberto Levy	1240	400
Cordoba	XEAG	*Diodoro Zuniga	1280	250
"	XECW	*Juan Sedas M.	1240	250
Durango	XEE	*Alejandro O. Stevenson Jr.	1210	50
Fresnillo	XEMA	*Jose M. Acevedo Moya	1340	100
Guadalajara	XEAD	*Alejandro Diaz	1270	500
"	XED	*Cia. Radiofonografica, S. A.	1160	1,000
"	XEHK	*Carmen Villasenor	1230	125
"	XEDK	*Salvador Vazquez T.	1490	250
"	XELW	*Salvador Galindo de la Torre	1340	250
Guaymas	XEDR	*Modesto Ortega	1490	100
Guzman	XEBA	*Javier Velasco	1080	20
Hermosillo	XEBH	*Carlos Balderrama	930	1,000
Hidalgo del Parral	XEAT	*Amador Ronquillo	1210	250
" " "	XEJR	*Anastasio Gomez Gallardo	1490	100
Irapuato	XEBO	*Alfonso Martinez	1330	600
Juarez	XEF	*Gilberto Gil	1450	100
"	XEFV	*Dario Cordoba	1210	50
"	XEJ	*Pedro Meneses, Jr.	970	1,000
"	XEP	*Esteban Parra	1160	500
Leon	XEFM	*Raul Ortiz Gonzalez	1160	20
Los Mochis	XEOX	*Felipe G. de Leon	1230	250
"	XECF	*Francisco Perez H.	1310	150
Magdalena	XEDJ	*Enrique Saralegui	1450	100
Matamoros	XEAM	*Manuel L. Salinas	750	250
Mazatlan	XEBL	*Ignacio L. Sais	1220	500
"	XEDS	*Alejandro A. Schober	1400	500
"	XERJ	*Oscar Perez A.	790	600
Merida	XEFC	*Julio Molina Font	1340	100
"	XEFK	*M. Z. Espinosa	1450	100
"	XEME	*Perfecto Villamil Cisero	1240	400
"	XEZ	*Jorge L. Palomeque	630	2,000
Mexicali	XEAA	*Alberto Gonzalez	750	200
"	XEAO	*Chavez y Castro Sucs.	660	250
"	XECL	*Alfonso A. Lacarra	1110	1,000
Mexico City	XEAI	*Carmen Gutierrez	1250	500
" "	XEB	*El Buen Tono, S. A.	1030	20,000[1]
" "	XEBS	*Maria Remedios Delgado	1340	200
" "	XEBZ	*Refugio Esparza Vda. de Vallezzi	800	100
" "	XEDA	*Pedro R. Diaz	1220	200
" "	XEFO	*Partido Revolucion Mexicana	940	5,000
" "	XEJP	*Delia Cubillas de Fernandez	1130	100
" "	XEK	*Arturo Martinez	1000	500
" "	XEL	*Ramon Ferreiro R.	1150	250
" "	XELA	*Radio Metropolitana, S. A.	850	1,000
" "	XELZ	*Maria Cardona de Zetina	1370	250
" "	XEMX†	*Alfonso Traslosheros Avalos	1280	100

MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Mexico City	XEN	*Guillermina P. de del Conde	780	1,000
" "	XEQ	*Radio Panamericana, S. A.	730	50,000
" "	XEQK	*Angel H. Ferreiro	1310	400
" "	XERC	*Radio Popular de Mexico, S. A.	830	500
" "	XERH	*Gabriel Hernandez Llergo	1430	400
" "	XESM	*Salvador San Martin	1400	500
" "	XEW	*Cadena Radiodifusora Mexicana	910	100,000
Minatitlan	XEDW	*Hector Silva Canto	1150	300
Monterrey	XEFB	*Jesus Quintanilla	870	500
"	XEG	*Rodolfo Junco de la Vega	1050	500[2]
"	XEH	*Radio Tarnava	740	100
"	XEMR	*Frances Garcia de K.	1400	250
"	XET	*El Pregonero del Norte, S. A.	690	5,000
"	XEX	*El Heraldo del Comercio, S. A.	1310	500
Morelia	XEI	*Tiburcio Ponce	1370	250
"	XEBC	*Fernando Corona	1240	100
Navajoa	XEAJ	*Emilio Manzanilla	1400	100
"	XEDL	*Francisco Vidal	1240	500
Nogales	XEAF	*Francisco G. Elias	1000	750
Nuevo Laredo	XEBK	*G. Guajardo y J. M. Cortes	1080	100
" "	XEDF	*Ruperto Villarreal	1240	250
" "	XEFE	*Rafael T. Carranza	930	250
" "	XENT	*Cia. Industrial Universal, S. A.	990	50,000[1]
Obregon	XEAP	*Emilio Manzanilla	1340	50
Orizaba	XEPP	*H. Sotomayer	1400	150
Piedras Negras	XEMU	*Cia. Radio Difusora de Piedras Negras, S. A.	580	250
Progreso	XEOK	*A. P. Perez	1400	100
Puebla	XEHR	*Manuel R. Canale	1230	250
"	XECD	*Ricardo Vazquez	1340	350
Reynosa	XEAW	*Cia. Internacional Difusora de Reynosa	1020	100,000
"	XEAZ	*Carlos V. Rodriguez	1490	250
Sabinas	XEBX	*Benito Garza Ortegon	640	250
Saltillo	XEKS	*J. Antonio de la Pena	1240	100
San Luis Potosi	XECZ	*Zeferino Z. Jiminez	1370	100
"	XEBM	*Benjamin Briones	1230	150
San Luis Rio	XEY	*Lucinda Arenas de Meza Espinosa	1450	100
Tampico	XECA	*Nicolas M. Picot	1230	250
"	XEFW	*Flores y Martinez	810	300
"	XES	*Difusora Portena	990	100
Tepic	XERK	*Dario Mondragon	1450	100
Tia Juana	XEAC	*Jorge I. Rivera	980	5,000
"	XEAU	*Manuel Acuna Varela	1400	250
"	XEBG	*Angel B. Fernandez	820	1,000
"	XEC	*Luis E. Enciso	1150	100
"	XELO	*Cia. Radio Difusora de Piedras Negras, S. A.	670	10,000[2]
"	XEMO	*Fernando Frederico Ferreira	860	5,000
"	XEON	*Cia. Radiodifusora Mexicana	750	2,000
"	XERB	*Radiodifusora Internacional, S. A.	1090	50,000
Toluca	XECH	*Rodolfo Llamas	1490	250
Torreon	XEBP	*Alejandro O. Stevenson Jr.	1150	250
"	XEBQ	*Maria R. Acosta	1240	100
"	XETB	*Aurelio G. Zaragoza	1310	500
Vera Cruz	XETF	*Jose Rodriguez Lopez	1220	500
"	XEAV	*J. A. Palavicini	1420	1,000
"	XEU	*Fernando Pazos y Cia.	1010	500
Victoria	XEBJ	*Fernando Elizalde	1340	100
Villa Acuna	XEDH	*Vicente Hernandez	1340	200
"	XERA	*Cia. Mex. Radiodifusora Fronteriza, S. A.	960	500,000
Zamora	XEGC	*Guillermo Calzada	1450	100

MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS		
Guadalajara	XEDQ	*Cia. Radiofonografica, S. A.	6155	100
Hermosillo	XEBR	*Carlos Balderrama	11820	150
Jalapa	XEBF	*Pedro Coronel Aburto	6090	100
Mexico City	XEBT	*El Buen Tono, S. A.	6000	500
"	XEQQ	*Radio Panamericana, S. A.	9680	1,000
"	XEUZ	*Partido Revolucion Mexicana	6130 11880	100
"	XEWW	*Cadena Radiofusora Mexicana	9500 15160	10,000
Morelia	XEKW	*Jose Martinez Ramirez	6030	500
Puebla	XECC	*Ricardo Vazquez A.	6185	50
Tampico	XETW	*Flores y Martinez	6045	100
Vera Cruz	XEFT	*Jose Rodrigeus Lopez	9550	12
"	XEUW	*Fernando Pazos Sosa	6020	250
Zacatecas	XELK	*Jesus Macias G.	1230	100
		CULTURAL STATIONS		
Mexico City	XEWI	Institucion Mundial de la V. I.	6015	400
Silao	XEWE	Jesus Gonzalez A.	720	20
		OFFICIAL STATIONS		
Mexico City	XECR	Secretaria de Ralaciones Exteriores	7380	20,000
"	XEDP	Dept. de Publicidad y Propaganda	1080	500
"	XEXA	Dept. de Publicidad y Propaganda	6175	100
"	XEXX	Universided Nacional de Mexico	1170	1,000
"	XEYU	Universided Nacional de Mexico	9600	250
Tepic	XEXT	Gobierno del Estado de Nayarit	1240	1,000
Texcoco	XEXE	H. Ayuntamiento de Texcoco	1270	17
Toluca	XEXS	Instituto Cientifico y Literario	1340	75

Log compiled as of Dec. 9, 1940.
†Temporarily not operating.
[1] Authorized to operate with 100,000 watts power.
[2] Authorized to operate with 50,000 watts power.
[3] Authorized to operate with 150,000 watts power.

NICARAGUA

[Receiving Sets, 4,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bluefields	YKCM	*Ecos del Caribe	9660	100
Leon	YNOP‡	*Gilfillan	6850 1530	800
"	YNJAT	*La Voz del Aire	5758	600
Managua	YNLG	*Estacion Radio Emisora Nacional	6610	1,000
"	YNLGG	*La Voz de los Lagos	6535	400
"	YNPR	*Pilot	8590	800
"	YNRS	*Radiodifusora Nicaraguense	6760	1,000
Nasaya	YN7AG	*Oriente y Mediodia	7670	50

‡Only longwave transmitter listed for Nicaragua is YNOP, operating on 1530 kc.

EL SALVADOR

[Receiving Sets, 8,500-10,500. Set Tax, 5 Colones‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	YSS	*Government	640	500
"	YSP	*Fernando Alvayeros-Sosa	780 1560	115
		SHORT WAVE STATIONS		
San Salvador	YSM	Government	11710	400
"	YSD	Government	7894	400
"	YSP-A	*Fernando Alvayeros-Sosa	10400	250
"	YSP-B	*Fernando Alvayeros-Sosa	6575	250
"	HUB	Government (experimental)	5556	300

Log compiled as of Nov. 27, 1940.
‡Collection of this tax is negligible.

PANAMA

[Receiving Sets, 24,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colon	HOK	*La Voz de la Victor	640	250
Panama City	HP5C	*Radio Miramar	730	100
"	HOC	*La Voz de la Victor	1440	250
"	HOA	*Ron Dalley	2340	500
		SHORT WAVE STATIONS		
Colon	HP5F	*La Voz de Colon	6100	150
"	HP5K	*La Voz de la Victor	6000	500
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	500
"	HP5B	*Radio Miramar	6030	100
"	HP5G	*Ron Dalley	11780	800
"	HP5H	*La Voz del Pueblo	6122	400
"	HP5J	*La Voz de Panama	9595	250

Log compiled as of Dec. 1, 1940.

NEWFOUNDLAND

[Receiving Sets, 14,000. Set Tax, $2 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Johns	VOWR	Wesley United Church	700	500
"	VONF	*Broadcasting Corp. of Newfoundland	640	10,000
"	VOCM	*Colonial Broadcasting System	1006	100
"	VOAR	Seventh Day Adventists	950	25
		SHORT WAVE STATIONS		
St. Johns	VONG	*Broadcasting Cor. . of Newfoundland	9475	300
"	VONH	*Broadcasting Corp. of Newfoundland	5970	300
		ST. PIERRE-MIQUELON		
St. Pierre	FQN	St. Pierre Radio Club	609	500

Log compiled as of Oct. 10, 1940.

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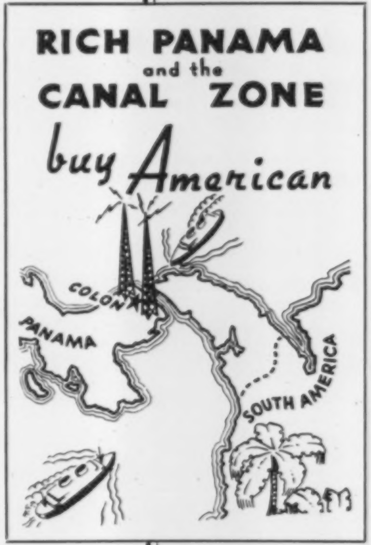

HOK-HP5K
The Voice of the Victor
640 kc.—6,005 kc.
COLON
Republic of Panama

—::—

HP5A
Star & Herald Radio
Theatre 11,700 kc.

HOC
The Voice of the Victor
1440 kc.
PANAMA CITY
Republic of Panama

operated by the

PANAMA BROADCASTING SYSTEM

DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from U. S. Bureau of Foreign and Domestic Commerce and Radio Administrations of Some Countries

** Denotes time is sold for advertising, according to best available information*

ARGENTINE

[Receiving Sets, 1,050,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bahia Blanca	LU2	*Radio Bahia Blanca (Camilio V. Bertorini)	900	2,500
"	LU7	*Radio General San Martin (Filomena E. de Gennari e Hijos)	1240	2,500
Buenos Aires	LR1	*Radio El Mundo (Empresa Edit Haynes Ltda. S A.)	1070	50,000
"	LR2	*Radio Argentina (Alfredo Schroeder)	910	10,000
"	LR3	*Radio Belgrano (Jaime Yankelevich)	950	35,000
"	LR4	*Radio Splendid (Antonio C. Devoto)	900	16,000
"	LR5	*Radio Excelsior (Alfredo B. Dougall)	830	29,250
"	LR6	*Radio Mitre (S A. La Nacion)	870	25,000
"	LR8	*Radio Sarmiento (C. R. Scherrer y Cia.)	1150	6,500
"	LR9	*Radio Fenix (Gregorio Echavarria)	1030	5,000
"	LR10	*Radio Cultura (Radio Cultura S. Resp. Ltda.)	790	11,500
"	LRA	Radio del Estado (Direccion General de Correos y Telegrafos)	750	10,000
"	LS1	*Radio Municipal (Municipalidad de la Capital)	710	50,000
"	LS2	*Radio Prieto (Teodoro Prieto)	1190	30,000
"	LS4	*Radio Portena (Juan G. Gonzalez Speroni)	670	10,000
"	LS5	*Radio Rivadavia (Enrique Caride)	1110	5,000
"	LS6	*Radio del Pueblo (Ricardo A. Bernotti)	1350	6,000
"	LS8	*Radio Stentor (S. A. Stentor, Publicidad Radio)	1230	15,000
"	LS9	*Radio La Voz del Aire (S. A. La Voz del Aire)	1270	6,000
"	LS10	*Radio Callao (Victor J. Ruano)	590	6,000
Com. Rivadavia	LU4	*Radio Comodoro Rivadavia (Cia. Broadcasting de la Patagonia)	640	1,000
Cordoba	LV2	*Radio Central (Luis Maunier)	960	5,000
"	LV3	*Radio Cordoba (Alberto P. Brouard)	620	15,000
Corrientes	LT7	*Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	1,000
Mendoza	LV10	*Radio de Cuyo (Marcelino Aparicio)	1210	2,500
Mar del Plata	LU6	*Radio Atlantica (Jose Zaccagnini)	1300	500
La Plata	LR11	Radio Universidad Nacional de La Plata (Universidad Nacional de La Plata)	1390	500
"	LS11	*Radio Provincia de Buenos Aires (Gobierno Prov. Bs. Aires)	1310	30,000
Resistencia	LT5	*Radio Chaco (Jose M. Noveri)	1080	1,500
Rio Gallegos	LU12	*Radio Rio Gallegos (Cia Broadcasting de la Patagonia)	680	1,000
Rosario	LT1	*Radio del Litoral (Fernando Maliandi)	780	10,000
"	LT3	*Radio Soc. Rural Cerealistas (Soc. Rural de Cerealistas)	1160	5,100
"	LT8	*Radio Rosario (Alfredo B. Dougall)	840	1,000
Salta	LV9	Radio Provincia de Salta (Gobierno Prov. Salta)	970	1,000
San Juan	LV1	*Radio Graffigna (S. A. Graffigna Ltda.)	560	5,000
"	LV5	*Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1090	1,500
San Rafael	LV4	*Radio San Rafael (Julio Silva)	690	1,000

ARGENTINE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Santa Fe	LT9	*Radio Roca Soler (Roca Hermanos y Cia.)	1200	1,000
"	LT10	Radio del Inst. Social de la Universidad Litoral	1320	500
Stgo. del Estero	LV11	*Radio del Norte (S. A. El Liberal)	1170	2,500
Tucuman	LV7	*Radio Tucuman (Gongalez Acha y Munoz)	820	2,500
"	LV12	*Radio Aconquija (Soc. Resp Lda. Radio Aconquija)	580	5,000
		SHORT WAVE STATIONS		
Buenos Aires	LRU	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	15290	7,000
"	LRX	*Radio El Mundo (Empresa Editorial Haynes Ltda)	9660	7,000
"	LRA2 LRA3	Radio del Estado (Direccion General de Correos Telegrafos)	6180 11730	10,000
"	LRA1	Radio del Estado (Direccion General de Correos Telegrafos)	9690	10,000
"	LRA5	Radio del Estado (Direccion General de Correos Telegrafos)	17830	10,000

Log compiled as of Nov 27, 1940.

BOLIVIA

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
La Paz	CP3	*Radio Nacional, Costas Hermanos	1230	5,000
"	CP4	*Radio Illimani, Estado	1000	10,000
"	CP8	*Radio America, S. A.	1450	250
"	CP9	*Radio America, S. A.	1450	1,000
"	CP10	*Radio LaPaz, G. M. Ascarrunz	1150	120
"	CP14	*Radio La Noche, Sociedad Anonima Radio La Noche	1260	50
"	CP32	*Radio Bolivia, Cia. Internacionale de Radio Bolivia	1150	1,000
"	CP35	*Radio Bolivia, Cia. Internacionale de Radio Bolivia	1150	1,000
		SHORT WAVE STATIONS		
La Paz	CP1	*Radio del Observatorio, Colegio San Calixto	14300	250
"	CP5	*Radio Illimani, Estado	6000	1,000
"	CP6	*Radio Illimani, Estado	9120	1,000
"	CP7	*Radio Illimani, Estado	15300	1,000
"	CP12	*Radio Fides, Colegio San Calixto	6255	250

BRAZIL

[Receiving Sets, 500,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aracatuba	PRI8	*Radio Cultura de Aracatuba	1460	100
Araguari	PRY3	*Soc Radio Araguari	970	250
Araraquara	PRD4	*Radio Cultura de Araraquara	1370	500
Bauru	PRG8	*Bauru Radio Club	1210	250
Belo Horizonte	PRC6	*Radio Difusora Brasileira	1510	100
" "	PRC7	*S. A. Radio Mineira	690	4,500
" "	PRH6	*Radio Sociedade Guarani	1340	4,500
" "	PRI3	*Radio Inconfidencia de Minas Geraes	880	30,000
Botucatu	PRF8	*Radio Emissora de Botucatu	1530	100
Blumenau	PRC4	*Radio Club de Blumenau	1330	500
Campinas	PRC9	*Radio Educadora de Campinas	1170	500
Campo Grande	PRI7	*Radio Difusora de Campo Grande	1510	....
Campos	PRF7	*Sociedade Radio Cultura de Campos	1330	2,000
Corumba	ZYA2	*Radio Difusora Matogrossense	1470	1,000

BRAZIL—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Cruzeiro	PRG6	*Radio Sociedade Mantiqueira	640	500
Curityba	PRB2	*Radio Club Paranaense	1440	2,000
Fortaleza	PRE9	*Ceara Radio Club	1320	2,000
Jaboticabal	PRG4	*Radio Club de Jaboticabal	1250	2,600
Jau	PRG7	*Radio Sociedade Jauense	1010	1,000
Joao Pessoa	PRI4	*Radio Tabajara	1110	10,000
Juiz de Fora	PRB3	*Radio Sociedade Juiz de Fora	1010	500
Marilia	PRI2	*Radio Club de Marilia	1090	840
Niteroi	PRD8	Radio Club Fluminense	1320	4,000
"	PRE6	*Radio Sociedade Fluminense	1470	5,000
Pelotas	PRC3	*S. A. Radio Pelotense	580	500
"	PRH4	*Sociedade Difusora Radio Cultura de Pelotas	1320	1,000
Petropolis	PRD3	*Petropolis Radio Difusora	1480	1,000
Piracicaba	PRD6	*Radio Club de Piracicaba	820	250
Pocos de Caldas	PRH5	*Radio Cultura de Pocos de Caldas	1160	250
Ponta Grossa	PRJ2	*Radio Club Pontagrossense	1240	400
Porto Alegre	PRC2	*Radio Sociedade Gaucha	680	20,000
" "	PRF9	*Radio Difusora Porto Alegrense	640	5,000
" "	PRH2	*Radio Sociedade Farroupilha	600	125,000
Presidente Prudente	PRI5	*S. A. a Voz do Sertao	970	250
Recife	PRA8	*Radio Club de Pernambuco	720	25,000
Ribeirao Preto	PRA7	*Radio Club de Ribeirao Preto	730	4,000
Rio Claro	PRF2	*Radio Club de Rio Claro	1460	250
Rio de Janeiro	PRA2	Ministerio da Educacao	800	1,000
"	PRA3	*Radio Club do Brasil	860	10,000
"	PRA9	*Radio Sociedade Mayrink Veiga	1220	80,000
"	PRB7	*Radio Educadora do Brasil	900	5,000
"	PRC8	*Radio Sociedade Guanabara	1360	30,000
"	PRD2	*Radio Cruzeiro do Sul	1060	40,000
"	PRD5	Radio Difusora da Prefeitura do Distrito Federal	1400	1,000
"	PRE2	*Radio Vera Cruz S. A.	1430	5,000
"	PRE3	*Sociedade Radio Transmissora Brasileira	1180	30,000
"	PRE8	*Sociedade Radio Nacional	980	20,000
"	PRF4	*Radio Jornal do Brasil	940	10,000
"	PRG3	*Radio Tupy S. A.	1280	10,000
"	PRH8	*Radio Ipanema S. A.	1130	5,000
Rio Preto	PRB8	*Radio Rio Preto	640	2,600
Santos	PRB4	*Radio Club de Santos	1470	1,000
"	PRG5	*Sociedade Radio Atlantica	580	3,000
Sao Manuel	PRI6	*Radio Club de Sao Manuel	1510	100
Sao Paulo	PRA5	*Radio Sao Paulo	1260	5,000
"	PRA6	*Radio Educadora Paulista	890	5,000
"	PRB6	*Radio Cruzeiro do Sul	1200	25,000
"	PRB9	*Radio Sociedade Record	1000	20,000
"	PRE4	*Sociedade Radio Cultura a Voz do Espaco	1300	7,000
"	PRE7	*Radio Cosmos S. A.	1440	24,000
"	PRF3	*Radio Difusora Sao Paulo	960	5,000
"	PRG2	*Radio Tupy S. A.	1040	24,000
"	PRG9	*Radio Excelsior	1100	25,000
"	PRH3	*Radio Piratininga	620	20,000
"	PRH9	*Sociedade Bandeirante de Radio Difusao	840	5,000
Sao Salvador	PRA4	*Radio Sociedade da Bahia	740	10,000
Sorocaba	PRD7	*Radio Club de Sorocaba	1080	500
"	PRD9	*Radio Sociedade de Sorocaba	970	250
Uberaba	PRE5	*Radio Sociedade do Triangulo Mineiro	1390	1,000
Vitoria	PRI9	*Radio Club do Espirito Santo	1350	1,000

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Recife	PRA8	*Radio Club de Pernambuco	6010	5,000
Rio de Janeiro	PRF5	Radio Internacional do Brasil	21550	60,000

Log compiled as of Nov. 8, 1940

BRITISH GUIANA

[Receiving Sets, 5000. Set Tax, B.G. $1]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Georgetown	VP3BG	*United Broadcasting Co. Ltd.	6130	650

Log compiled as of Oct. 30, 1940.

CHILE

[Receiving Sets, 160,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antofagasta	CA127	*Raquel Palma Pedreni	1270	100
"	CA141	*Angel Garcia y Cia.	1410	1,000
Chillan	CC127	*Rafael Barrios	1270	100
"	CC133	*Miguel Arrau	1330	100
Concepcion	CC58	Hucke y Cia. Ltd.	580	1,000
"	CC117	*Frederico Sanchez	1170	100
"	CC141	*Pedro Lopez de Heredia	1410	100
Coquimbo	CB96	*Puerta Hermanos	960	200
Curico	CC96	*Alberto Guerra	960	100
Iquique	CA63	*Antonio Cajiao	630	250
Osorno	CD84	*Soc. Agricola y Sanadera de Osorno	840	1,500
"	CD112	*Soc. Agricola y Sanadera de Osorno	1120	100
Puerto Montt	CD101	*Soc. Radio-Emisoras "Sur de Chile"	1010	1,000
" "	CD147	*Ernesto Riedel	1470	100
Punta Arenas	CD103	*Ramon Verde Ramos	1030	100
"	CD111	*Emilio Turina	1110	100
"	CD113	*Julio Femenias Loyola	1130	1,000
"	CD136	*Inez Diaz Paz	1360	100
Quillota	CB113	*Abdon Salinas	1130	100
Rancagua	CC63	*Manuel Massoni	630	1,000
"	CC109	*Jorge Romero	1090	100
"	CC145	*Ramon Cacenes	1450	100
Santiago	CB57	*Soc. Nac. de Agricultura	570	10,000
"	CB62	*International Machinery Co.	620	1,000
"	CB78	*Cooperativa Vitalicia	780	1,000
"	CB89	*Otto Becker Ltd.	890	2,000
"	CB93	*Orlandini y Raggio Ltd.	930	8,000
"	CB97	*S. I. A. M. di Tella, S. A.	970	1,000
"	CB101	*Heriberto Bewais	1010	1,000
"	CB106	*Manuel Casablanca	1060	5,000
"	CB114	*Ricardo Vivado	1140	5,000
"	CB118	*Afmussen, Blanco y Cia.	1180	10,000
"	CB126	*Miguel Cruchaga	1260	1,000
"	CB130	*Lehman y Becker	1300	2,500
"	CB134	*German Holtehuer	1340	1,000
"	CB138	*Empresa Per. El Mercurio	1380	5,000
"	CB144B	*Spitz y Cia	1440	100
"	CB144C	*Oscar Moraga	1440	100
San Antonio	CB140	*Soc. Radiodifusora Onda Azul Ltda.	1400	100
San Fernando	CC121	*Soc. Herranz y Guerra	1210	100
Talca	CC67	*Raul Grez	670	100
"	CC143	*Enrique Garcia	1430	100
Talcahuano	CC84	*Francisco Morales	840	100
Temuco	CC90	*Daniel de Mayo	900	100
"	CC125	*Carlos Kaehler	1250	100
Tocopilla	CA90	*Hilda Cuellar	900	100
Valdivia	CD69	*Soc. Radio-Emisoras "Sur de Chile"	690	1,000
"	CD132	*Carlos Cockbaine	1320	100
Valparaiso	CB76	*Cooperativa Vitalicia	760	10,000
"	CB84	*Angel Prieto	840	1,000
"	CB90	*Empresa Per. El Mercurio	900	1,000
"	CB103	*Universidad Tecnica Santa Maria	1030	400
"	CB116	*Elera Montano Solar	1160	1,000
"	CB120	*Angel Prieto	1200	1,000
"	CB124	*Ramon y Fernando Garcia y Cia.	1240	250
"	CB132	*David Wallace	1320	1,000
"	CB147	*Calcagno y Widow Ltd.	1470	1,000

CHILE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Vina del Mar	CB64	*Adriano Iz	640	1,000
"	CB68	*Renard y Garcia Tello	680	1,000
"	CB111	*Joaquin Venegas	1110	1,000
		SHORT WAVE STATIONS		
Santiago	CB960	*Lehmann y Becker	9600	1,200
"	CB1170	*Otto Becker Ltd.	11700	300
"	CB1174	*Orlandini y Raggio Ltd.	11740	4,000
"	CB1180	*Soc. Nacional de Agricultura	11800	1,000
Valdivia	CD1190	*Soc. Radio-Emisoras "Sur de Chile"	11900	250
Valparaiso	CB970	*Cooperativa Vitalicia	9700	10,000

Log compiled as of Nov. 20, 1940.

COLOMBIA

[Receiving Sets, 100,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguadas (Caldas)	HJFJ	Roberto Florez	1500	25
Armenia	HJFI	*Pregones del Quindio Angel & Jaramillo	1540	100
Barranquilla	HJAA	*Ecos de la Costa Paez. Reina & Bernal	1330	250
"	HJAH	*Emisora Atlantico, S. A.	1080	500
"	HJAI	*David H. Martinez	1370	500
"	HJAK	*Voz de la Patria, Vassalio e Higos & Mendez	1310	500
"	HJAN	*Voz de la Victor, Gabriel Paez Reina & Bernal	1190	1,000
Bogota	HJCB	*Emisora Nueva Granada, Colombia Bcstg., S. A.	1105	2,000
"	HJCC	*Voz de Bogota, Gustavo Uribe	870	5,000
"	HJCE	*Andas Bogotanas Gustavo Uribe	1220	1,000
"	HJCG	*Radio Santa Fe, Julio Bernal	1060	500
"	HJCI	*Voz de la Victor, Manuel J. Gaitan	810	2,500
"	HJCJ	*Radio Mundial, Manuel J. Gaitan	1380	500
"	HJCK	*Ecos de Tequendama, Pedro P. Martinez	1290	500
"	HJCM	*Emisora Nueva Granada Colombian Bcstg., S. A.	970	500
"	HJCO	*Jesus M. Garcia	1160	1,000
"	HJCR	Emisora Nacional (cultural)	1200	5,000
"	HJCU	*Radio Cristal, Critsobal Paez & Cia.	720	5,000
"	HJCZ	*Voz de Colombia Cipriano Rios Hoyos	1040	2,500
Bucaramanga	HJGK	*Radio Santander Francisco Bueno	1280	500
"	HJGE	*Radio Bucaramanga, G. Sorzano	1130	1,000
Buga	HJEI	*Emisora Guadalajara, Hernando Bueno	1410	100
Cali	HJEB	*Voz del Valle Eduardo Cordoba	1150	500
"	HJEF	*Voz de Higueronia, Hernando Bueno	1340	500
"	HJEE	*Radio Cali, Jose T. Calderon	1090	250
"	HJEC	*Voz del Colombia Manuel Gomez P.	1300	500
"	HJEL	*Hernando Bueno	1260	500
Cartagena	HJAE	*Laboratorios Fuentes	1240	1,000
"	HJAR	*Radiodifusora Cartagena Lequerica Hermanos	1400	250
Cienaga	HJBE	*Ondas de Magdalena Elveirade Pereira	1460	100
Cucuta	HJBC	*Voz de Cucuta, Pompilio Sanchez	1270	500
Ibague	HJFL	*Jorge Guttierez	1440	100

COLOMBIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Manizales	HJFD	*Radio Manizales, Alberto Hoyos	1390	500
"	HJFX	*Emisora Electra, Antonio Pinzon	600	1,000
Medellin	HJDC	*Ecos de la Montana, Francisco Cuartas	1350	250
"	HJDK	*Voz de Antioquia, Cia. Colombiana de Radiodifusion	1250	500
"	HJDL	*Ecos del Occidente, Alberto Estrada	1480	500
"	HJDM	*Prospero Aguirre	1520	500
"	HJDQ	*Cia. Antioquera de Radiodifusion	1320	2,000
"	HJDR	*Voz del Comercio, Torres, Toro & Co.	1380	250
"	HJDT	*Radio Nutivara, Joaquin Londono	1150	500
"	HJDU	*Universidad de Antioquia	1490	250
Monteria	HJAM	*Ondas de Sinu, Jose A. Sanchez	1210	250
Ocana	HJBF	Luis Lineras	1525	25
Palmira	HJEJ	*Radio Armoria, Daniel Benitez	1460	250
"	HJEM	*Arturo Salazar	1510	100
Pasto	HJHA	*Radio Narino Soc. Radio Narino	1350	500
Pereira	HJFE	*Cesar Arango	1470	250
"	HJFF	*Antonio Giraldo	1350	250
Popayan	HJEG	*Voz Belalcazar, M. M. de Valencia	1450	500
Santa Marta	HJBH	*Jose Manuel Conde	1410	500
"	HJBJ	*Voz de Santa Marta, J. A. Sanchez	1140	500
Tulua (Valle)	HJEK	*Radio Tulua, Eduardo Cardezabal	1430	100
		SHORT WAVE STATIONS		
Armenia	HJFH	*Voz de Armenia, Hoyos & Gutierrez	4875	500
Barranquilla	HJAB	*Voz de Barranquilla, Paez Reina & Bernal	4875	1,000
"	HJAG	*Emisora Atlantico, S. A.	4905	1,000
Bogota	HJCD	*Emisora Nuevo Granada, Colombia Broadcasting, S. A.	4845	750
"	HJCF	*Voz de Bogota, Gustavo Uribe	4855	750
"	HJCH	*Voz de la Victor, Manuel J. Gaitan	4895	750
"	HJCT	Emisora Nacional (cultural)	9630	2,500
"	HJCW	*Jesus M. Garcia	4935	750
"	HJCX	*Voz de Colombia, Cipriano Rios Hoyos	6018	750
Bucaramanga	HJGB	*Radio Santander, Francisco A. Bueno	4775	750
Cali	HJED	*Voz del Valle, Eduardo Cordoba	4825	750
Cartagena	HJAD	*Laboratorios Fuentes	4835	1,000
"	HJAP	*Radio Cartagena, Lequerica Hermanos	4925	1,000
Cucuta	HJBB	*Voz de Cucuta, Pompilio Sanchez	4815	750
Manizales	HJFB	*Radio Manizales, Cia. Radio Manizales	4765	500
Medellin	HJDE	*Voz de Antioquia, Cia. Columbiana de Radiodifusion	6145	5,000
"	HJDP	*Emisora Claridad, Cia. Antioquera de Radiodifusion	4885	500
"	HJDU	*University of Antioquia	4805	750
"	HJDX	*Ecos de la Montana, F. Cuartes	4795	750
Pereira	HJFK	*La Voz Amiga, R. C. Torrijos	4865	2,500
"	HJFA	*Voz de Pereira, Cesar & Mario Arango	6054.3	500
Quibdo	HJDG	*Intendencia del Choco (cultural)	4805	500

Log compiled as of Nov. 9, 1940.

ECUADOR

[Receiving Sets, 6,500. Set Tax, 10 Sucres]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guayaquil	HC2CW	*Ondas del Pacifico	900	125
"	HC2ET	*El Telegrafo	1131	200
"	HC2JB	*Ecuador Radio	1250	200
"	HC2RB	*La Voz del Litoral	1250	100
"	HC2OAD	*Radio Guayaquil	900	100
"	HC2AJ	*Cia. Radiodifusora del Ecuador	1050	1.000
Quito	HCJB	*La Voz de los Andes	978	500
"	HC1ETC	*Teatro Bolivar	1304	300
"	HC1EC	*La Voz de la Capital	670	250
"	HCQR	*Radio Quito	1330	300
		SHORT WAVE STATIONS		
Ambato	HC1VT	*La Voz de Tungurahua	6550	100
Cuenca	HC1CC	Congreso Eucaristico	7461	40
"	HC1AO	*La Voz de Tomebamba	4200	15
Guayaquil	HC2OAD	*La Voz del Alma	9400	200
"	HC2CW	*Ondas del Pacifico	8400	100
"	HC2ET	*El Telegrafo	9200	300
"	HC2AK	*Cia. Radiodifusora del Equador	9310	1,000
"	HC2JB	*Ecuador Radio	7854	300
Ibarra	HC1IM	*La Voz de Imbabura	4020	150
Portoviejo	HCJB4	*La Voz de Manabi	3645	80
Quito	HCJB	*La Voz de los Andes	12455 4107	10.000 1,000
"	HC1ET	*Teatro Bolivar	9350	300
"	HC1PM	*El Palomar	5725	150
"	HC1EC	*La Voz de la Capital	5970	250
"	HC1GQ	*Nariz del Diablo	9163 3710	150 80
"	HCQRX	*Radio Quito	5970	300

Log compiled as of Nov. 15, 1940.

PARAGUAY

[Receiving Sets, 11,200. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Asuncion	ZP1	*Atilio C. Bajac	970	100
"	ZP4	*Isern & Sacarello	730	100
"	ZP5	*Alfonso Sa	1360	100
"	ZP6	*Jordan Livieres	1300	100
"	ZP10	*Noriega Hnos. & Franco	1330	100
"	ZP11	*Juventud Antoniana	1200	100
"	ZP13	*Julio Picozzi Villagra	1430	100
Encarnacion	ZP7	*Julio Cormillot	900	100
		SHORT WAVE STATIONS		
Asuncion	ZP8	*Isern & Sacarello	11850	100
Encarnacion	ZP3	*Julio Cormillot	11703	100

Log compiled as of Nov. 23, 1940.

PERU

[Receiving Sets, 68,000. No Set Tax]

PERU—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Arequipa	OAX6C	*Radio Continental	1370	300
Ica	OAX5B	*Radio Universal	1460	200
Lima	OAX4A	Radio Nacional	854	10.000
"	OAX4B	*Radio Lima	1200	250
"	OAX4E	*Radio Goicochea	960	200
"	OAX4I	*Radio Internacional	1320	250
"	OAX4L	*Radio Miraflores	1250	200
		SHORT WAVE STATIONS		
Arequipa	OAX6A	*Radio Arequipa	6042.5	150
"	OAX6B	*Radio Sur	6035	150
"	OAX6D	*Radio Continental	9500	300
"	OAX6E	*Radio Continental	6055	300
Chiclayo	OAX1A	*Radio Delcar	6150	200
Cuzco	OAX7A	*Radio Cuzco	6128	100
Huancayo	OAX4P	*Radio Huancayo	6020	250
Huanuco	OAX3A	*Radio Huanuco (Priano)	6115	350
Ica	OAX5C	*Radio Universal	9590	150
Lima	OAX4Z	*Radio Nacional	6082	15,000
"	OAX4T	*Radio Nacional	9562	10,000
"	OAX4G	*Radio Lima	6190	250
"	OAX4J	*Radio Internacional	9520	200
"	OAX4K	*Radio Goicochea	9545	250
Trujillo	OAX2A	*Radio Rancho Grande	6000	250

Log compiled as of Oct 18, 1940.

URUGUAY

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Canelones	CW47	*Radio Canelones	1470	300
Colonia	CW46	*Radio America	1450	1,500
Durazno	CW25	*Radio Durazno	1430	500
Florida	CW33	*Difusora Florida	1200	75
"	CW3	*Radio Rural	580	500
Minas	CW43	*Radio Lavalleja	1480	100
Montevideo	CX4	Direccion de Agronomia	610	5,000
"	CX6	Servicio Oficial de Difusion Radioelectrica	650	20,000
"	CX8	*Radio Jackson	690	500
"	CX10	*Radio Ariel	730	1,000
"	CX12	*Radio Oriental	770	5,000
"	CX14	*El Espectador	810	5,000
"	CX16	*Radio Carve	850	10,000
"	CX18	*Radio Sport	890	5,000
"	CX20	*Radio Montecarlo	930	2,000
"	CX22	*Radio Universal	970	1,500
"	CX24	*La Voz del Aire	1010	2,500
"	CX26	*Radio Uruguay	1050	2,000
"	CX28	*Radio Imparcial	1090	3,000
"	CX30	*Radio Nacional	1130	1,000
"	CX32	*Radio Aguila	1170	500
"	CX34	*Radio Artigas	1210	500
"	CX36	*Centenario Broadcasting	1250	250
"	CX38	Servicio Oficial de Difusion Radioelectrica	1290	5,000
"	CX40	*Radio Fenix	1330	500
"	CX42	*Tribuna Sonora	1370	500
"	CX44	*Radio Montevideo	1410	250
"	CX48	*Radio Femenina	1490	1,500
"	CX50	*Radio El Mundo	1530	300
Paysandu	CW35	*Paysandu Broadcasting	1240	250
"	CW39	*La Voz de Paysandu	1320	100
Salto	CW23	*Radio Cultural	820	250
"	CW27	*Boulevard Broadcasting	680	250
"	CW31	*Salto Broadcasting	1120	250
Tacuarembo	CW46A	*Difusora Zorrilla de San Martin	1470	250
		SHORT WAVE STATIONS		
Colonia	CXA8	*Radio Real de San Carlos	9640	5,000
"	CXA11	*Radio Real de San Carlos	11820	100
Montevideo	CXA2	*Radio Continental	9570	5.000
"	CXA4	Servicio Oficial de Difusion Radioelectrica	6125	5,000
"	CXA6	Servicio Oficial de Difusion Radioelectrica	9620	500
"	CXA18	Servicio Oficial de Difusion Radioelectrica (under construction)	25500	1.000

Log compiled as of Oct. 19, 1940.

VENEZUELA

[Receiving Sets, 138,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Barquisimeto	YV3RC	*Arturo Ramos Maggi	1270	250
"	YV3RE	*A. Segura	1475	300
Bolivar	YV6RA	*Enrique Torres Valencia	1400	250
"	YV6RD	*Miranda & Behrens	1450	250
Caracas	YV5RA	*Almacen Americano	900	5,000
"	YV5RB	*Herman Degwitz	1200	2,000
"	YV5RE	*Dr. Manuel de Goya	1110	200
"	YV5RG	*Gonzalo Veloz Mancera	1010	1,000
"	YV5RI	*Edmundo Suegart	590	1,000
"	YV5RQ	*Victor M. Soto	882	1,000
"	YV5RR	*Mario Garcia Arocha	1320	1,800
La Guaira	YV5RK	*Gonzalo Veloz Mancera	1050	500
Maracaibo	YV1RA	*Luis Garcia	1500	250
"	YV1RC	*Pedro A. Bermudez	1400	600
"	YV1RD	*Luis Mantellini Hijo	1153	250
"	YV1RF	*N. V. Quintero	1120	300
"	YV1RK	*Jose A. Higuera	1250	250
"	YV1RM	*Gilberto Rincon Harris	780	250
Maracay	YV4RG	*Luis Croquer	1153	200
San Cristobal	YV2RB	*J. M. Diaz Gonzalez	980	500
Valencia	YV4RA	*Herman Degwitz	1350	500
"	YV4RE	*Luis Croquer	1400	200

VENEZUELA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS		
Barquisimeto	YV3RX	*Arturo Ramos Maggi	4990	300
"	YV3RB	*Arturo Ramos Maggi	9565	300
"	YV3RN	*Amilcar Segura	4820	300
Bolivar	YV6RU	*Enrique Torres Valencia	4885	250
"	YV6RT	*Miranda & Behrens	4900	250
Puerto Cabello	YV4RQ	*R. A. Segura	5020	2,000
Caracas	YV5RN	*Almacen Americano	5035	2,500
"	YV5RM	*Herman Degwitz	5010	2,500
"	YV5RO	*Dr. Manuel de Goya	4940	200
"	YV5RH	*Gonzalo Veloz Mancera	4920	500
"	YV5RY	*Edmundo Suegart	4790	1,000
"	YV5RS	*Victor M. Soto	4960	1,000
"	YV5RU	*Mario Garcia Arocha	4830	300
Coro	YV1RI	*Roger Leyba	4910	300
"	YV1RJ	*Jose Mendoza	4975	500
Maracaibo	YV1RV	*Luis Garcia	4800	250
"	YV1RU	*Luis Montellini Hijo	4810	250
"	YV1RH	*N. V. Quintero	4890	250
"	YV1RL	*Jose A. Higuera	4860	200
"	YV1RN	*Gilberto Rincon H.	6500	200
"	YV1RT	*Pedro A. Bermudez	4770	2,000
Maracay	YVQ	Government	6672	20,000
"	YV4RX	*Luis Croquer	4840	500
San Cristobal	YV2RN	*J. M. Diaz Gonzalez	4870	500
Valencia	YV4RO	*Herman Degwitz	4950	500
"	YV4RP	*Luis Croquer	4930	250
Valera	YV1RZ	*L. Jelambi	4850	250

WORLD TIME CONVERSION CHART IN HOURS

Greenwich Meridian Time. London, England.	Central Europe, Berlin, Geneva, Stockholm, Vienna.	Eastern Europe, Athens, Cape Town, Cairo, Moscow.	Arabia, Armenia, Ethiopia, Madagascar.	Mauritius, Persia, Reunion Island.	Central Russia, Bombay, India.	Calcutta, Novosibirsk Russia, Tibet.	French Indo China Siam, Sumatra.	Shanghai, China Philippine Islands Perth, Australia.	Central Australia. Tokyo, Japan	Eastern Australia. Melbourne, Sydney	New Zealand.	**International Date** Line. Fiji Islands.	Nome, Alaska. Samoa Islands.	Hawaiian Islands	Eastern Alaska. Dawson, Juneau.	Pacific Standard Time. Los Angeles. Seattle.	Mountain Standard Time. Calgary, Denver, Phoenix.	Central Standard Time. St. Louis Costa Rica.	Eastern Standard Time. Montreal New York, Peru.	Atlantic Standard Time. Argentina, Nova Scotia.	Greenland. Rio de Janeiro, Brazil	Azores.	Iceland. Canary Islands.
0000	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11:30 AM	Noon	1PM	1:30 PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM
0100	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	12:30 PM	1PM	2PM	2:30 PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night
0200	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1:30 PM	2PM	3PM	3:30 PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM
0300	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2:30 PM	3PM	4PM	4:30 PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM
0400	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3:30 PM	4PM	5PM	5:30 PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM
0500	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4:30 PM	5PM	6PM	6:30 PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM
0600	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5:30 PM	6PM	7PM	7:30 PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM
0700	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6:30 PM	7PM	8PM	8:30 PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM
0800	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7:30 PM	8PM	9PM	9:30 PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM
0900	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8:30 PM	9PM	10PM	10:30 PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM
1000	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9:30 PM	10PM	11PM	11:30 PM	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM
1100	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10:30 PM	11PM	Mid Night	12:30 AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM
1200	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11:30 PM	Mid Night	1AM	1:30 AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM
1300	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	12:30 AM	1AM	2AM	2:30 AM	4AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon
1400	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1:30 AM	2AM	3AM	3:30 AM	5AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM
1500	4PM	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2:30 AM	3AM	4AM	4:30 AM	6AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM
1600	5PM	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3:30 AM	4AM	5AM	5:30 AM	7AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM
1700	6PM	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4:30 AM	5AM	6AM	6:30 AM	8AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM
1800	7PM	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5:30 AM	6AM	7AM	7:30 AM	9AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM
1900	8PM	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6:30 AM	7AM	8AM	8:30 AM	10AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM
2000	9PM	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7:30 AM	8AM	9AM	9:30 AM	11AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM
2100	10PM	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8:30 AM	9AM	10AM	10:30 AM	Noon	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM
2200	11PM	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9:30 AM	10AM	11AM	11:30 AM	1PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM
2300	Mid Night	1AM	2AM	3AM	4AM	5AM	6AM	7AM	8AM	9AM	10:30 AM	11AM	Noon	12:30 PM	2PM	3PM	4PM	5PM	6PM	7PM	8PM	9PM	10PM

With this chart you can convert standard time in any time zone to GMT or tell what time it is in other parts of the world. To correctly use this chart visualize each horizontal line as a complete circle. From your time zone tracing horizontally to the right it will be tomorrow when you pass midnight and yesterday when you pass the international date line. To the left it will be yesterday when you pass midnight and tomorrow when you pass the international date line. There is no change in date when you pass both midnight and the international date line going in one direction. For instance at 8 PM in New York Eastern Standard Time it is 2 AM tomorrow in Berlin, Germany and 11 AM tomorrow in Sydney, Australia. Always trace in the shortest direction from your time zone to find what time it is in any other zone. Reproduced through courtesy of Radio Amateur Call Book, Inc., Chicago, Ill., U. S. A.

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DIRECTORY OF OCEANIC BROADCASTING STATIONS

From Latest Data Obtainable from Radio Administrations in Each Country

** Denotes time is sold for advertising, according to best available information*

AUSTRALIA

[Receiving Sets, 1,247,683. Annual License Fee, £1 Maximum]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Adelaide	5AN	Government	890	500
"	5CL	Government	730	4.000
"	5AD	*Advertiser Newspapers Ltd.	1310	500
"	5DN	*Hume Broadcasters Ltd.	960	500
"	5KA	*Sport Radio Broadcasting Co. Ltd.	1200	500
Albury	2AY	*Amalgamated Wireless (A'sia) Ltd.	1480	200
Armidale	2AD	*New England Broadcasters	1130	200
Atherton	4AT	*Atherton Tableland Broadcasters Pty. Ltd.	680	500
Ayr	4AY	*Ayr Broadcasters Pty. Ltd.	970	500
Ballarat	3BA	*Ballarat Broadcasters Pty. Ltd.	1320	500
Bathurst	2BS	*Bathurst Broadcasters Pty. Ltd.	1500	100
Bega	2BE	*Bega & Far South Coast Broadcasters Ltd.	1490	100
Bendigo	3BO	*Amalgamated Wireless (A'sia) Ltd.	970	500
Brisbane	4QG	Government	800	2,500
"	4QR	Government	940	500
"	4BC	*C'lth. Bcstg. Corp. (Queensland) Ltd.	1120	1,000
"	4BH	*Broadcasters (Aust.) Pty. Ltd.	1380	1,000
"	4BK	*Brisbane Bcstg. Pty. Ltd.	1290	500
Broken Hill	2BH	*Radio Silver City Pty. Ltd.	790	200
Bundaberg	4BU	*Bundaberg Broadcasters Pty. Ltd.	1330	500
Burnie	7BU	*Burnie Bcstg. Service Pty. Ltd.	660	200
Cairns	4CA	*Amalgamated Wireless (A'sia) Ltd.	1000	300
Canberra	2CA	*Canberra Broadcasters Ltd.	1050	2,000
"	2CY	Government	850	10,000
Cessnock	2CK	*Coalfields Bcstg. Co. Pty. Ltd.	1460	300
Charleville	4VL	*Charleville Bcstg. Co. Ltd.	920	100
Charlton	3CV	*Central Victoria Broadcasters Pty. Ltd.	1470	200
Colac	3CS	*Colac Bcstg. Co. Pty. Ltd.	1130	200
Cooma	2XL	*Cooma Broadcasters Pty. Ltd.	920	100
Corowa	2CO	Government	670	7.500
Crystal Brook	5CK	Government	640	7,500
" "	5PI	*Midlands Bcstg. Services Ltd.	1040	2,000
Cumnock	2CR	Government	550	10,000
Dalby	4QS	Government	760	10,000
Deniliquin	2QN	*Deniliquin Bcstg. Co. Ltd.	1440	200
Derby	7DY	*North East Tasmanian Broadcasters Pty. Ltd.	1450	200
Devonport	7AD	*Northern Tasmania Bcstrs. Pty. Ltd.	900	300
Dubbo	2DU	*Western Broadcasters Pty. Ltd.	660	150
Fremantle	6PM	*6PM Broadcasters Ltd.	1320	500
"	6PR	*Nicholson's Ltd.	880	500
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1350	500
Geraldton	6GE	*Great Northern Broadcasters Ltd.	1370	500
Goulburn	2GN	*Goulburn Bcstg. Co. Pty. Ltd.	1390	200
Grafton	2NR	Government	700	7,000
"	2GF	*Grafton Broadcasting Co. Pty. Ltd.	1210	200
Griffith	2RG	*Irrigation Area Newspapers Pty. Ltd.	1070	200
Gunnedah	2MO	*2MO Gunnedah Ltd.	1370	100
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1010	750
Horsham	3WV	Government	580	10,000
Hobart	7ZL	Government	600	2,000
"	7ZR	Government	1160	500
"	7HO	*Commercial Broadcasters Pty. Ltd.	860	500
"	7HT	*Metropolitan Broadcasters Pty. Ltd.	1080	500

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ipswich	4IP	*Ipswich Bcstg. Co. Pty. Ltd.	1440	100
Kalgoorlie	6GF	Government	720	2.000
"	6KG	*Goldfields Broadcasters (1933) Ltd.	1210	500
Katanning	6WB	*W. A. Broadcasters Ltd.	1070	2.000
Katoomba	2KA	*2KA Ltd.	780	1,000
Kempsey	2KM	*Radio Kempsey Ltd.	980	300
Kingaroy	4SB	*South Burnett Bcstg. Co. Ltd.	1060	2.000
Launceston	7NT	Government	710	7.000
"	7EX	*7EX Pty. Ltd.	1000	500
"	7LA	*Findlay & Wills Broadcasting Pty. Ltd.	1100	500
Lismore	2LM	*Richmond River Broadcasters Pty. Ltd.	900	500
Lithgow	2LT	*Lithgow Broadcasters Pty. Ltd.	1080	100
Little Plain	2NZ	*Northern Broadcasters Pty. Ltd.	1170	2.000
Longreach	4LG	*Central Western Bcstg. Co. Pty. Ltd.	1100	300
Lubeck	3LK	*Herald & Weekly Times Ltd.	1090	2,000
Mackay	4MK	*Mackay Broadcasting Service Pty. Ltd.	1390	100
Maryborough	4MB	*Maryborough Bcstg. Co. Pty. Ltd.	1000	200
Melbourne	3AR	Government	620	10.000
"	3LO	Government	770	10,000
"	3AK	*Melbourne Broadcasters Pty. Ltd.	1500	200
"	3AW	*3AW Broadcasting Co. Pty. Ltd.	1280	600
"	3DB	*Herald & Weekly Times Ltd.	1030	600
"	3KZ	*Industrial Printing & Publicity Co.	1180	600
"	3UZ	*Nilsens Bcstg. Service Pty. Ltd.	930	600
"	3XY	*Station 3XY Pty. Ltd.	1420	600
Mildura	3MA	*Sunraysia Broadcasters Pty. Ltd.	1360	200
Mount Gambier	5SE	*South Eastern Bcstg. Co. Ltd.	1370	200
Mudgee	2MG	*Mudgee Bcstg. Co. Pty. Ltd.	1450	100
Murray Bridge	5MU	*Murray Bridge Bcstg. Co. Ltd.	1460	200
Murwillumbah	2MW	*Tweed Radio & Bcstg. Co. Pty. Ltd.	1470	100
Newcastle	2NC	Government	1230	2.000
"	2HD	*Airsales Broadcasting Co. Pty. Ltd.	1140	500
"	2KO	*Newcastle Broadcasting Co. Pty. Ltd.	1410	500
Northam	6AM	*6AM Broadcasters Ltd.	980	2,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1220	2,000
Orange	2GZ	*Country Bcstg. Services Ltd.	990	2.000
Parkes	2PK	*Parkes Bcstg. Co. Pty. Ltd.	1400	200
Perth	6WF	Government	690	3,500
"	6IX	*West Australian Newspapers Ltd.	1240	500
"	6ML	*W. A. Broadcasters Ltd.	1130	500
"	6TZ	*Nicholson's Ltd.	1340	1,000
"	6WN	Government	790	500
Port Augusta	5AU	*Port Augusta Bcstg. Co. Ltd.	1400	200
Port Moresby (Papua)	4PM	*Amalgamated Wireless (A'sia) Ltd.	1360	100
Queenstown	7QT	*West Coast Broadcasters Pty. Ltd.	680	300
Renmark	5RM	*River Murray Broadcasters Ltd.	810	2,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Bcstg. Co. Pty. Ltd.	1080	200
Roma	4ZR	*Maranoa Bcstg. Co. Ltd.	1490	100
Sale	3TR	*Broadcast Entertainments Pty. Ltd.	1240	1.000
"	3GI	Government	830	7,000
Shepparton	3SR	*The Argus Bcstg. Services Pty. Ltd.	1260	2,000
Singleton	2HR	*Hunter River Broadcasters Pty. Ltd.	680	300
Swan Hill	3SH	*Swan Hill Broadcasting Co. Pty. Ltd.	1330	200

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	10,000
"	2CH	*New South Wales Council of Churches Service	1190	1,000
"	2GB	*Broadcasting Station 2GB Pty. Ltd.	870	1,000
"	2KY	*The Labour Council of New South Wales	1020	1,000
"	2SM	*Catholic Broadcasting Co. Pty. Ltd.	1270	1,000
"	2UE	*Radio 2UE Sydney Pty. Ltd.	950	1,000
"	2UW	*C'lth. Broadcasting Pty. Ltd.	1110	750
Tamworth	2TM	*Tamworth Radio Development Co. Ltd.	1300	2,000
Toowoomba	4GR	*Gold Radio Service Pty. Ltd.	860	500
Townsville	4QN	Government	630	7,000
"	4TO	*Amalgamated Wireless (A'sia) Ltd.	780	200
Wagga	2WG	*Riverina Broadcasting Co. Pty. Ltd.	1150	2,000
Wagin	6WA	Government	560	10,000
Warragul	3UL	*The Argus Bcstg. Services Pty. Ltd.	880	200
Warrnambool	3YB	*The Argus Bcstg. Services Pty. Ltd.	1210	200
Warwick	4WK	*Warwick Bcstg. Co. Pty. Ltd.	880	100
Wollongong	2WL	*Wollongong Brodcasting Co. Pty. Ltd.	1430	500
Young	2LF	*Young Brodcasters Pty. Ltd.	1340	300

Log compiled as of Oct. 31, 1940.

Number in call letters indicates state where station is located. Key: 2—New South Wales; 3—Victoria; 4—Queensland; 5—South Australia; 6—Western Australia; 7—Tasmania. (Station 4PM is located at Port Moresby, Papua, which is in the Queensland administrative area.)

CROWN COLONY OF FIJI

[Receiving Sets, 1,131. Annual License Fee £1:5s]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Suva	ZJV	*Fiji Broadcasting Co. Ltd.	920	400
		SHORT WAVE STATION		
Suva	VPD2	*Amalgamated Wireless (A'sia) Ltd.	9535	10,000

Log compiled as of Nov. 4, 1940.

NEW ZEALAND

[Receiving Sets, 350,285. Annual License Fee, £NZ1:5s]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Auckland	1YA	Government	650	10,000
"	1YX	Government	880	150
"	1ZB	*Government	1070	1,000
"	1ZM	Government	1250	750
Christchurch	3YA	Government	720	10,000
"	3YL	Government	1200	250
"	3ZB	*Government	1430	1,000
Dunedin	4YA	Government	790	10,000
"	4ZB	*Government	1280	1,000
"	4ZD	Otago Radio Assn.	1010	20
"	4YO	Government	1140	200
Gisborne	2ZJ	Government	980	200
"	2ZM	P. R. Stevens	1180	15
Greymouth	3ZR	Government	940	100
Invercargill	4YZ	Government	680	5,000
Napier	2YH	Government	750	5,000
Nelson	2YN	Government	920	30
New Plymouth	2YB	North Taranaki Radio Society	810	100
Palmerston Nth.	2ZA	*Government	1400	200
Wellington	2YA	Government	570	60,000
"	2YC	Government	840	5,000
"	2YD	Government	990	200
"	2ZB	*Government	1130	1,000

Log compiled as of Nov. 14, 1940.

TAHITI, SOCIETY ISLANDS (French Oceania)

[Receiving Sets, 380. Set Tax, 20 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Papeete	FO8AA	Radio Club de Tahiti	7200	200

QUALITY dp SERVICE

RUFUS H.
DARBY PRINTING
COMPANY

Printers of Broadcasting Weekly
and other National Magazines

909 E Street, N. W.
Washington, D. C.

Colleges and Universities of the United States

OFFERING COURSES IN RADIO BROADCASTING

1940-1941

With Names of Instructors and Credit Hours

Compiled by Director of Research, Federal Radio Education Committee, U. S. Office of Education, Federal Security Agency, Washington, D. C.

• Indicates institution operates own broadcasting station

This list is based on a survey of all institutions of higher education. Up to the date of publication, 1233 replies were received out of a possible 1,800. It should be noted that the list of colleges reporting radio courses has grown from 357 in December, 1939 to 475 in December, 1940.

Institutions are listed in alphabetical order, together with symbols to indicate the kind of courses offered in each institution, the number of semester hours of credit which each course carries, and the name of the person responsible for supplying the information.

The following code should be used to interpret the symbols: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing, (F) Radio Newscasting, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management, (J) Radio Advertising, (K) Radio Engineering, (L) Television, (M) Radio Law, (N) Sociological Aspects of Radio. Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course. This information is followed by the name of the person in charge of radio instruction.

For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 hours of credit are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-½) signifies that a course involving both Radio Newscasting and Radio Dramatics is offered with ½ hours of credit given. The symbol (K-varies) indicates technical courses in radio are available for which credit hours vary.

Abilene Christian College, Abilene, Tex. (G-3). Fred J. Barton.

Aeronautical U, Chicago. (K-30). Samuel J. Wise.

Akron, University of, Akron, O. (G-3) (K-3). Orville A. Hitchcock.

Alabama College, Montevallo, Ala. (B-2) (K). Nora Landmark.

Alabama Polytechnic Institute, Auburn, Ala. (K). Woorow Darling.

Alabama, U of, University, Ala. (A-4) (B-12) (C) (D-10) (F-8) (G-16) (H-11) (L) (J) (K-12). John S. Carlile.

Alaska, U of, College, Alaska. (K-4). Prof. Everett R. Erickson.

Albion College, Albion, Mich. (K). Raymond G. Spencer.

A & M College of Texas, College Station, Tex. (K-19). John O. Rosser, H. C. Dillingham.

A & T College, The, Greensboro, N. C. (E-3) (F-3) (G-3) (K-3). A. C. Bowling.

Allegheny College, Meadville, Pa. (A-2) (G-2). Charles E. Irvin.

Alliance College, Cambridge Springs, Pa. (K-3). F. Kawalko.

Alma College, Alma, Mich. (A-3). R. C. Ditto.

Alma White College, Zarephath, N. J. (H) (K-6). Dr. Roy B. White.

American U, Washington, D. C. (G-3) (K-3). Helen A. Miller.

Santa Ana Jr. College, Santa Ana, Cal. (K-3). C. Norman Hicks.

Antioch College, Yellow Springs, O. (K-12). C. D. Barbulesco.

Arizona State Teachers College, Tempe, Ariz. (A-2) (K-12). Beryl M. Simpson.

Arizona, U. of, Tucson, Ariz. (H-1) (K-6). Harry Behn.

Arkansas, U of, Fayetteville, Ark. (G-2) (K-8). Robert E. Beam.

Armour College of Engineering, 3300 S. Federal St., Chicago (K-4) (L-4). Prof. E. H. Freeman.

Art Institute of Chicago, Chicago. (E). Maurice Guesin.

Arthur Jordan Conservatory of Music, Indianapolis, Ind. (C-6) (D-12) (E-3) (F-2) (I-2) (J-8) (K-14) (M-2). Frederic G. Winter.

Asheville Normal & Teachers College, Asheville, N. C. (A-2). Hazel Gebbany.

Ashland Junior College, Ashland, Ky. (K-5). Herbert Hazel.

Augustana College, Rock Island, Ill. (G-2). Prof. Theodor Le Vander.

Augustana College, Sioux Falls, S. D. (A-2) (C-2). G. E. Carlson.

Aurora College, Aurora, Ill. (A-2) (D-2). Dean Stanley H. Perry.

Baker U, Baldwin City, Kans. (G-3). Mildred B. Hahn.

Bakersfield Jr. College, Bakersfield, Cal. (B-4). Allan B. Parker.

Baldwin-Wallace, Berea, O. (G-2). Dana T. Burns.

Bard College, Annandale-on-Hudson, N. Y. (K-8). L. B. Leighton & J. W. Lydman.

Baylor U, Waco, Tex. (A-3). Sara Lowrey.

Beaver College, Jenkintown, Pa. (A-2). Ruth R. Haun.

Beloit College, Beloit, Wis. (K). Vernon A. Suydam.

Berea College, Berea, Ky. (K-2). Waldeman Noll.

Berry Schools, Mt. Berry, Ga. (K-5). L. E. McAllister.

Bessie Tift College, Forsyth, Ga. (A-9). Louise Waldrop.

Bethany College, Bethany, W. Va. (A-3) (J-3) (K). Dr. J. S. V. Allen.

Billings Polytechnic Institute, Polytechnic, Mont. (K-21). Prof. C. Bourne.

Birmingham-Southern College, Birmingham, Ala. (G-6). Stewart Mims.

Blue Ridge College, New Windsor, Md. (A-1) (B-2) (D) (E) (G) (K-3). Dr. M. S. Reifsnyder.

Boston College, Chestnut Hill, Mass. (K-8). Rev. John A. Tobin, S.J.

Boston University, Boston, Massachusetts. (A) (B) (C) (D) (E) (F) (G) (I) (J). Ralph L. Rogers.

Bob Jones College, Cleveland, Tenn. (A) (B) (D) (E) (F) (G) (H) (J). Elizabeth Adams.

Bradley Polytechnic Institute, Peoria, Ill. (A-3) (D-2) (J) (K-3). Dr. Clara E. Frefting, Prof. Fred E. Dace.

Briar Cliff College, Sioux City, Ia. (A-2) (H). Sister Jean Marie, Sister M. Bernice.

Brigham Young University, Provo, Utah. (A-2) (B-2) (D-5) (E) (G-4) (K). Dr. T. Earl Pardoe.

Brooklyn College, Brooklyn, N. Y. (G-2). Prof. A. L. Mallory.

Buckrell U, Lewisburg, Pa. (K-6). George A. Irland, R. T. Oliver.

Buffalo, U of, Buffalo, N. Y. (G-4) (K-3). Dr. L. Grant Hector, Mr. Stanley Travis.

Butler University, Indianapolis, Ind. (G-3) (K-2). L. Gray Burdin.

California Institute of Technology, Pasadena, Cal. (K) (L). S. S. Mackeown.

California Polytechnic School, San Luis Obispo, Cal. (K-6). Dr. B. G. Eaton.

California, U of, Extension Division, Berkeley, Cal. (B) (D) (G) (J) (K) (L). Lester E. Reukema.

California, U of, Los Angeles. (K-7). G. R. Robertson.

Capital U, Columbus, O. (B-3). Prof. William C. Craig.

Carroll College, Waukesha, Wis. (A-2). V. A. Utzinger.

Case School of Applied Science, Cleveland. (K-3) (L-5). John R. Martin.

Catholic U of America, Washington, D. C. (D-1) (G-2). Rev. G. V. Hartke.

Cazenovia Junior College, Cazenovia, N. Y. (G). Robert H. Stewart.

Centenary Junior College, Hackettstown, N. J. (G-2). Mrs. Ellen C. Couch Kuhn.

Central College, Pella, Ia. (K-2).

Central Jr. College, El Centro, Cal. (B-1) (G) (K-4). Stan D. Atkin.

Central Missouri State Teachers College, Warrensburg, Mo. (G-5) (K-2½) (C-2½). Mrs. C. B. Cockefair.

Central State Teachers College, Mt. Pleasant, Mich. (G-2). W. E. Moore.

Central State Teachers College, Stevens Point, Wis. (C-2) (G-2). Gertie L. Hanson, J. D. Colby.

Central YMCA College, Chicago. (A) (D-3) (G-3). Robert D. Dibble.

Centre College, Danville, Ky. (K-4). Raymond B. Sawyer.

Chapman College, Los Angeles. (A-3) (B-3) (G). Bertha J. MacKay.

Chicago Teachers College, Chicago. (A-3). Harold Kent.

Chicago Technical College, Chicago (K-41) (L-6).

Chicago Theological Seminary, Chicago. (G-3 1/3). Davis Edwards.

Chicago, U of, Chicago. (D-6 2/3) (G-3). Sherman M. Dryer, Dean C. F. Huth.

Chico State College, Chico, Cal. (G-3). Harlen M. Adams.

Christian College, Columbia, Mo. (B-1) (D-3). Mrs. Mary P. Keeley, Miss Josephine Dillon, Richard Wright.

Cincinnati Conservatory of Music, Cincinnati. (A-3) (B-3) (H). Hubert Kockritz.

Cincinnati, U of, Evening College, Cincinnati. (D-4) (I-2) (K-24) (L-2). N. P. Auburn.

Citadel, The, Charleston, S. C. (K-6). N. F. Smith.

Clarke College, Dubuque, Ia. (A-1). Sister Mary Aloysius, B.V.M.

Clarkson College, Potsdam, N. Y. (K-15). John L. Stiles.

Clemson College, Clemson, S. C. (K-4). A. B. Credle.

Coe College, Cedar Rapids, Ia. (A-2) (C-3) (G-2). J. Dale Welsch.

College of Chestnut Hill, Philadelphia. (G-2). Sister Maria Kostka, Dean.

College of City of New York, New York. (A-2) (B-3) (D-2). Seymour N. Siegel.

College of Education, Great Falls, Mont. (A-3) (E) (G-2). Miss B. LeClau.

College of Emporia, Emporia, Kan. (K-4). R. F. Miller.

College of the Holy Cross, Worcester, Mass. (K). Rev. Thomas H. Quigley, S. J.

College of Music of Cincinnati, Cincinnati. (B-2) (E-1) (H-6). Uberto T. Neely.

College of New Rochelle, New Rochelle, N. Y. (B) (G). Mother Margaret Richard.

College of St. Catherine, Saint Paul, Minn. (B-2 (D-2). Thomas D. Rishworth.

College of St. Thomas, St. Paul, Minn. (A-3). Thomas Rishworth.

College of St. Teresa, Winona, Minn. (D). Sister M. Marcelline.

College of William & Mary, Williamsburg, Va. (A-3). Richard Vely, Althea Hunt.

College of Wooster, Wooster, O. (K-4). Earl W. Ford.

Colorado College, Colorado Springs, Colo. (K-8). C. H. Hershey.

Colorado School of Mines, Golden, Colo. (K-16). Dr. Myron G. Pawley.

Colorado State College of Education, Greeley, Colo. (A) (C-4) (K-4). James D. Finn.

Colorado, U of, Boulder, Colo. (B) (K-3 1/3). Prof. John Cage.

Columbia College of Drama and Radio, Chicago. (A-2) (B-3) (D-2) (E-2) (F-2) (G-12). Norman Alexandroff.

Columbia U, New York. (A-2) (B-3) (D-3). Erik Barnouw.

Conception Jr. College, Conception, Mo. (K). Rev. Clement Roney, O.S.B.

Connecticut College, New London, Conn. (K-3). G. K. Daghlian.

Connecticut, U of, Storrs, Conn. (K-7). S. Willard Price.

Converse College, Spartanburg, S. C. (G). Edwin Genschefski.

•Cornell U, Ithaca, N. Y. (B) (C) (J) (K). Michael R. Hanna.

Dartmouth College, Hanover, N. H. (D-3) (E-3) (F-3) (G-3), (K-6). A. B. Ives, G. V. Bohman.

Davidson College, Davidson, N. C. (K-4).

Dayton, U of, Dayton, O. (K-3). Prof. Louis Rose.

Delaware, U of, Newark, Dela. (K-3). Milton G. Young.

Dennison U, Granville, O. (G-6) (K-3). Richard H. Howe.

Denver, U of, School of Commerce, Denver. (A-2½) (B-2½) (D-2½) (G-5) (J-12½). Roscoe Stockton.

DePauw U, Greencastle, Ind. (G-6). Prof. Herold Ross.

Detroit Institute of Technology, Detroit. (J-3) (K-5). C. C. Winn.

Detroit, University of, Detroit. (G-2). M. J. Kinsella and Cyril Lingeman.

Dillard U, New Orleans. (K). Dr. Herman Branson.

Doane College, Crete, Neb. (A-4) (C) (G-2) (J). E. Russell Wightman.

Drake U, Des Moines. (A-2) (B-2) (D-4) (E) (G-2) (I-3) (J-2). Edwin J. Barrett.

Drexel Institute, Philadelphia. (K). R. T. Zern.

Drury College, Springfield, Mo. (G-4). Chas. Brown.

Dubuque, U of, Dubuque, Ia. (B-2) (D-2) (K-4). Don C. Eyssen, Robert G. Wilson.

Duke U, Durham, N. C. (K-7). W. J. Seeley.

Duluth Junior College, Duluth, Minn. (A-3) (G-3) (K-4). Mrs. Maud R. Young.

Duluth State Teachers College, Duluth, Minn. (A-4). Ruth Slonim.

Duquesne U, Pittsburgh. (B-2) (D-3). Nelson Nicholls.

Eagle Grove Jr. College, Eagle Grove, Ia. (G-2). Dorothy Giddens.

Earlham College, Richmond, Ind. (G-3). Paul F. Ingels.

East Central State Teachers College, Ada, Okla. (G-2). D. J. Nabors.

East Texas State Teachers College, Commerce, Tex. (C-3) (G-3). Dr. William W. Freeman.

Eastern Illinois State Teachers College, Charleston, Ill. (K-2 2/3). O. L. Railsback.

Eastern New Mexico College, Portales, N. M. (G-6). H. Grady Moore.

Elkader Public Jr. College, Elkader, Ia. (D). Wilma Wykle.

Emerson College, Boston. (A-3) (D-1) (E-1) (G-1½) (J-½). Arthur F. Edes.

Emmanuel Missionary College, Berrien Spring, Mich. (K). J. Thompson.

Emory U, Emory University, Ga. (G-8). Dowling Leatherwood.

Eureka College, Eureka, Ill. (G-8) (J-8) (K-8). Pres. Burrus Dickinson.

Evansville College, Evansville, Ind. (K-3). Philip Hatfield.

Eveleth Jr. College, Eveleth, Minn. (B) (D) (E) (F) (G) (H) (K-6).

Fairmont Jr. College, Washington, D. C. (G-6). Irene Ross.

Fairmont State Teachers College, Fairmont, W. Va. (C-3) (J-3). Medare M. Mason.

Fenn College, Cleveland. (B-4 4/9) (K-13 2/3). W. A. D. Millson, Wm. C. Davis.

Finch Jr. College, New York City. (G-4). Beatrice Desfoses.

Florida A & M College, Tallahassee, Fla. (K-2). H. R. Orr.

Florida Southern College, Lakeland, Fla. (G-2). Prof. Charles Brown.

•Florida, U of, Gainesville, Fla. (B-6) (D-3) (E-3) (G-3) (H-2) (I-6) (J-3) (K-6). Dean H. W. Chandler.

Fort Hays Kansas State College, Hays, Kan. (A-3). Harvey A. Zinszer.

Frances Shimer Jr. College, Mt. Carroll, Ill. (D-4) (G-4). Howard Graham.

Franklin & Marshall College, Lancaster, Pa. (Public Opinion). Jerry A. Neprash.

Franklin U, Columbus, O. (K). E. E. Dysart.

Fresno State College, Fresno, Cal. (B-2) (G-3). Joseph King.

Fullerton Junior College, Fullerton, Cal. (K-7). Forrest McIntosh.

Furman U, Greenville, S. C. (G-6) (K-6). Arthur Coe Gray.

George Pepperdine College, Los Angeles. (G-3). Maleese Black.

Georgia School of Technology, Atlanta. (K-8) (G). T. W. Fitzgerald.

Georgia State College, Industrial College, Ga. (K). Leroy W. Brown.

Georgia State Womans College, Valdosta, Ga. (K). H. J. Kraft.

Georgia, U of, Athens, Ga. (F-4). Willett M. Kempton.

Glendale Junior College, Glendale, Cal. (B-2) (G). Richard Byrd Lewis.

Glenville State Teachers College, Glenville, W. Va. (C-2) K-3). Dr. W. B. Brown.

Grinnell College, Grinnell, Ia. (D-2) (F-2). Prof. Herschel M. Colbert.

*Grove City College, Grove City, Pa. (K-8). Prof. H. W. Harmon.

Gunston Hall, Washington, D. C. (A-3). Mrs. William Channing Johnson.

Gustavus Adolphus College, St. Peter, Minn. (G-3). F. C. Gamelin.

Hamline U, St. Paul, Minn. (G). Anne Simley.

Hampton Institute, Hampton, Va. (K-9). Bernard Alvarez.

Harcum Jr. College, Bryn Mawr, Pa. (A-4) (B-4) (C) (D-4) (E-4) (F-4) (G-8). N. Richard Nusbaum.

Hardin-Simmons U, Abilene, Tex. (G-6). Katharine Boyd.

Harding College, Searcy, Ark. (A) (G). Mrs. Woodson H. Armstrong.

Haverford College, Haverford, Pa. (K-3½). Dr. Richard M. Sutton.

Hendrix College, Conway, Ark. (K-7). D. W. Bowman.

Highland Jr. College, Highland, Kan. (A-2). Ruth Culbertson.

Hillyer Jr. College, Hartford, Conn. (K-5). Mr. Bramley.

Hobart College, Geneva, N. Y. (A). Prof. Alfred G. Haussmann.

Houston College for Negroes, Houston, Tex. (H-1) (J-6) (K-4). Miss D. A. Jermany.

Houston, U of, Houston, Tex. (G-6). Harvey W. Norris.

Heidelberg College, Tiffin, O. (G-3) (K-7). G. A. Strichomb.

Hunter College of the City of New York, New York. (K-2) (L).

Huntingdon College, Montgomery, Ala. (G-2). Frances Cattrell.

Illinois State Normal U, Normal, Ill. (G-2). Laura H. Pricer.

*Illinois, U of, Urbana, Ill. (F-3). R R. Barlow.

Illinois Wesleyan U, Bloomington, Ill. (G-3). Charles C. Major.

Immaculata College, Immaculata, Pa. (A) (B) (C) (E) (F) (G-2). Rev. F. J. Walsh.

Indiana Central College, Indianapolis, Ind. (K-4). Dr. Paul M. Strickler.

Indiana State Teachers College, Terre Haute, Ind. (A-4) (B-4) (C-4) (D-4) (G-4). Dr. Clarence M. Morgan.

Indiana Technical College, Fort Wayne, Ind. (K-53) (L-8). Paul D. Ankrum.

Indiana U, Bloomington, Ind. (A-3) (B-3) (C-3) (D-6) (H-6) (J-3). Robert E. Barton Allen.

*Iowa State College, Ames, Ia. (B-2) (F-4) (G-2) (K-2 2/3) (L-2 2/3). W. I. Griffith.

*Iowa, State U of, Iowa City, Ia. (B-3) (C-2) (D-3) (F-3) (G-3) (J-3) (K-11) (L-3). Carl H. Menzer.

Itasca Junior College, Coleraine, Minn. (G-1 1/3). L. P. Dudley.

Jackson Junior College, Jackson, Mich. (K-4). W. P. Rayner.

Jamestown College, Jamestown, N. D. (K-3).

*John Brown U, Siloam Springs, Ark. (B-3) (E-3) (F-10) (L-3) (K-55). Storm H. Whaley.

John B. Stetson U, DeLand, Fla. (K-9). Dr. R. I. Allen & H. M. Giffin.

John Marshall Law School, Chicago (M). Leo J. Bartoline.

Johns Hopkins U, Baltimore. (K-6). Ferdinand Hamburger, Jr.

Juilliard School of Music, New York. (A-25): Robert Simon.

Junior College, Bay City, Mich. (B) (C) (E). Henry C. Klingbeil.

Junior College, St. Petersburg, Fla. (G-3). Augusta B. Center.

*Kansas State College, Manhattan, Kan. (A-3) (B-6) (D-4) (F-2) (G-1) (H-3) (J-3) (K-13) (L-2). Dr. H. P. Summers, R. G. Kloeffler.

Kansas State Teachers College, Emporia, Kan. (B-2) (K-2). S. Winston Cram, F. L. Gilson.

*Kansas, U of, Lawrence, Kan. (F-2) (G-4) (K-6). Harold G. Ingham.

Kent State U, Kent, O. (G-3). Albert Capuder.

Kentucky, U of, Lexington, Ky. (K). Elmer G. Sulzer.

Kenyon College, Gambier, O. (K-3). Prof. E. H. Johnson.

Knox College, Galesburg, Ill. (G-2). Wade Arnold.

Lafayette College, Easton, Pa. (G) (K-8). Finley W. Smith.

Lamont School of Music, Denver, Colo. (A-2). Florence L. Hinmer.

La Sierra College, Arlington, Cal. (K-10). L. H. Cushman.

Lebanon Valley College, Annville, Pa. (K-4). Samuel O. Grimm.

Lehigh University, Bethlehem, Pa. (F-1) (K-6). L. W. Bewely and Dale Gramley.

Lenoir Rhyme College, Hickory; N. C. (E-2) (K-6). Dr. K. Z. Morgan.

Lewis Institute of Arts & Science, Chicago. (B-3 1/3) (C-3 1/3) (D-3 1/3). Harold W. Kent.

Lewiston State Normal, Lewiston, Ida. (C). R. M. Brooking.

Lindenwood College, St. Charles, Mo. (A-2). John Stine.

Linfield College, McMinnville, Ore. (G-2). Prof. R. D. Mahaffey.

Long Beach Junior College, Long Beach, Cal. (B) (D) (E) (G-3). Miss Kathryn Kennedy.

Long Island U, Brooklyn, N. Y. (A-2). Tristram W. Metcalfe.

Loras College, Dubuque, Ia. (B-2) (G-2). Vaughn Gayman & Rev. G. N. Schulte.

Los Angeles City College, Los Angeles. (A-3) (B-3) (D) (E-2) (G-8) (H-6) (I-2) (J-7). G. Douglas Kennedy.

Louisiana College, Pineville, La. (G). H. E. Walden.

Louisiana Polytechnic Institute, Ruston, La. (G-6) (K-4). Hayes A. Newby.

Louisiana State U, University, La. (A-3) (D-3) (F-3) (K-3). Ralph W. Steetle.

Louisville Municipal College, Louisville, Ky. (A-4). D. A. Edwards.

Loyola University of Los Angeles, Los Angeles. (A-4) (B-3) (D-6) (E-2) (G-6) (I-2). Martin H. Work.

*Loyola University of the South, New Orleans. (A-6) (B) (D). Dr. Alfred J. Bonomo.

*Luther College, Decorah, Ia. (G-6). Prof. M. O. Nelssen, Miss Evelyn Steele.

McCook Jr. College, McCook, Neb. (K-5). Everett J. Loury.

McKendree College, Lebanon, Ill. (B-2) (G-2). Mrs. Robert Welch.

McMurry College, Abilene, Tex. (A-3) (G-3) (J). Jackson W. Lord.

McPherson College, McPherson, Kan. (C-3) (K-8). Dr. Boitnott.

MacMurray College, Jacksonville, Ill. (A-2) (D-2). Volney Hampton.

Madison College, Harrisonburg, Va. (C-3) (G-9) (K-3). Clifford T. Marshall, M.M.

Madison College, Madison College, Tenn. (K-4). Nis Hansen, Jr.

Maine, U of, Orono, Me. (A-2) (B-2) (G-2) (K-9½) (L). Delwin B. Dusenbury, Prof. W. J. Creamer.

Santa Maria Jr. College, Santa Maria, Cal. (D-3) (K-5). Harold Foster and Stanley Breneiser.

Marin Jr. College, Kentfield, Cal. (G-2) (K-2). W. M. Gwinn, Jr.

Marjorie Webster Schools, Washington, D. C. (B-2) (D-2) (E-2) (G-2). Florence McCracken.

Marquette U, Milwaukee, Wis. (G-3) (J-5) (K-3). William R. Duffey, Earl H. Huth, Hugh L. Riordan, Edwin L. Cordes.

Mars Hill College, Mars Hill, N. C. (K-8). Prof. V. E. Wood.

Marshall College, Huntington, W. Va. (G-3). Prof. A. Otis Ranson.

Marygrove College, Detroit. (A-1). Miss Rose Walsh.

Maryland, U of, College Park, Md. (G-4). Ray Ehrensberger.

Maryville College, St. Louis. (G-2). Dr. Johnnys Akin.

Mary Washington College, Fredericksburg, Va. (A-6) (D-2) (G-2). Harold H. Weiss.

Saint Mary-of-the-Woods College, St. Mary-of-the-Woods, Ind. (B-20) (F-3). Mary E. Loughran.

Massachusetts Institute of Technology, Cambridge, Mass. (K-varies). Edw. L. Bowles.

Massachusetts State College, Amherst, Mass. (K-3). Francis C. Pray.

Miami University, Oxford, O. (D-3). Prof. Harry Williams.

Miami, University of, Coral Gables, Fla. (A-4). Sydney W. Head.

Michigan College of Mining & Technology, Houghton, Mich. (K-4). G. W. Swenson.

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RADIO CONTINUITY TYPES. *By S. P. Lawton.* Expression Co. 1938. Nearly the entire book is given over to actual radio continuities, classified under drama, talks, hybrid continuities, novelties and specialties, and variety shows.

RADIO DIRECTING. *By Earle McGill.* McGraw-Hill Book Co. Inc. 1940. Textbook on radio program production.

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PREMIUM ADVERTISING AS A SELLING FORCE. *By F. H. Waggoner.* Harpers Bros. 1939. Sales problems and the use of special forms of premiums.

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SURVEY OF CURRENT BUSINESS. 1940 supplement. U. S. Department of Commerce. One volume giving back data of statistics carried in the monthly issues.

SURVEY OF SPENDING POWER. Sales Management. April 10th issue of each year. Estimate of previous year's effective buying income and retail sales for sections, states, trading areas, counties and cities.

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FOREIGN

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REPORT OF THE BROADCASTING COMMITTEE. Great Britain. 1935. (Command Paper 5091). His Majesty's stationery office. A special report on how the broadcasting and television industry should be conducted after Dec. 31, 1936.

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MISCELLANEOUS

THE ABC OF BMI. Broadcast Music Inc. 1940. Illustrated brochure.

BERNE LIST OF BROADCASTING STATIONS. Bureau of the International Telecommunication Union, Berne, Switzerland. Annual plus supplements.

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I BROADCAST THE CRISIS. *By H. V. Kaltenborn.* Random House. 1938. A record of his broadcasts of the September 1938 European crisis.

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LIST OF RADIO BROADCAST STATIONS. By call letter and frequency. *Federal Communications Commission.* Annual list with monthly supplements.

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ADVERTISING AGE. Weekly. Advertising Publications, Inc., 100 E. Ohio St., Chicago.

ADVERTISING & SELLING. Monthly. Robbins Publishing Co., Inc., 9 E. 38th St., N. Y.

AIR LAW REVIEW. Quarterly. New York University School of Law, N. Y.

THE BILLBOARD. Weekly. The Billboard Publishing Co., 25-27 Opera Pl., Cincinnati, Ohio.

BROADCASTING. Weekly. Broadcasting Publications, Inc., 870 National Press Bldg., Washington, D. C.

EDITOR & PUBLISHER. Weekly. The Editor & Publisher Co., Suite 1700, Times Bldg., N. Y. C.

EDUCATION BY RADIO. Quarterly. National Committee on Education by Radio. One Madison Ave., N. Y.

HEINL 'RADIO BUSINESS LETTER. 2400 California St., Washington, D. C.

THE LISTENER. Weekly. British Broadcasting Corp., Broadcasting House, London W1.

LONDON CALLING. Weekly. British Broadcasting Corp. London.

MOVIE-RADIO GUIDE. Weekly. The Cecilia Co., 731 Plymouth Court, Chicago.

NAB REPORTS. Weekly. National Ass'n of Broadcasters, 1626 K St., N. W., Washington, D. C.

PERSONNEL-LIST OF ADVERTISING AGENCIES. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

PRINCETON LISTENING CENTER. Monthly except during summer. Princeton U, Princeton, N. J.

PRINTERS' INK. Weekly. Monthly. Printers' Ink Pub. Co., Inc., 185 Madison Ave., N. Y. C.

THE PUBLIC OPINION QUARTERLY. School of Public Affairs, Princeton U, Princeton, N. J.

PUBLISHERS' INFORMATION BUREAU'S NATIONAL ADVERTISING RECORDS. Monthly. Publishers' Information Bureau, 799 Broadway, N. Y.

RMA NEWS BULLETIN. Monthly or oftener. Radio Manufacturers Assn., 1317 F Street, N.W., Washington.

RADEX. Bi-monthly. The Radex Publishing Co., Emerson, N. J.

RADIO ADVERTISING RATES AND DATA. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

RADIO AND TELEVISION MIRROR. Monthly. Macfadden Publications, Inc., 205 E. 42d St., N. Y.

RADIO AND TELEVISION RETAILING. Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42d St., N. Y.

RADIO AND TELEVISION TODAY. Monthly. Caldwell-Clements, Inc., 480 Lexington Ave., N. Y.

THE RADIO AND TELEVISION WEEKLY. Weekly. Phonograph Publications Co., Inc., 99 Hudson St., N. Y.

RADIO DAILY. Radio Daily Corp., 1501 Broadway, N. Y.

RADIO-TELEVISION JOURNAL. Monthly. Henderson Publications, Inc., 1270 Sixth Ave., N. Y.

RADIO TIMES. Weekly. British Broadcasting Corp., Broadcasting House, London. W1.

RADIO TRADE-BUILDER. Monthly. Hugh C. MacLean Publications, Ltd., 347 Adelaide St., W., Toronto.

RADIO VARIETIES. Monthly. 1056 West Van Buren St., Chicago.

SALES MANAGEMENT. Semi-monthly. Sales Management, Inc., 420 Lexington Ave., N. Y.

SERVICE BULLETIN OF THE FREC. Monthly. Federal Radio Education Committee, U. S. Office of Education, Washington, D. C.

STAND BY. Monthly. American Federation of Radio Artists. 2 West 45th St., N. Y.

SURVEY OF CURRENT BUSINESS. Monthly, with weekly supplements. U. S. Dept. of Commerce, Bureau of Foreign and Domestic Commerce, Washington, D. C.

TIDE. Semi-monthly. Tide Publishing Co., Inc., 232 Madison Ave., N. Y.

VARIETY. Weekly. Variety, Inc., 154 W. 46th St., N. Y.

WESTERN ADVERTISING. Ramsey Oppenheim Publications. Semi-monthly. 564 Market St., San Francisco.

PERIODICALS: TECHNICAL

BELL LABORATORIES RECORD. Monthly. Bell Telephone Laboratories, Inc., 463 West St., N. Y.

BELL SYSTEM TECHNICAL JOURNAL. Quarterly. American Telephone & Telegraph Co., 195 Broadway, N. Y.

BELL TELEPHONE QUARTERLY. Quarterly. American Telephone & Telegraph Co., 195 Broadway, N. Y.

BROADCAST NEWS. Four or five times a year. RCA Mfg. Co., Inc., Camden, N. J.

COMMUNICATIONS. Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

ELECTRICAL COMMUNICATION. Quarterly. International Standard Electric Corp., 67 Broad St., N. Y.

ELECTRICAL ENGINEERING. Monthly. American Institute of Electrical Engineers, 33 W. 39th St., N. Y.

ELECTRONICS. Monthly. McGraw-Hill Publishing Co., Inc., 330 W. 42d St., N. Y.

ELECTRONICS AND TELEVISION AND SHORT-WAVE WORLD. Monthly. Hulton Press Ltd. 43 Shoe Lane, London, E. C.

FM MAGAZINE. Monthly. FM Company. Box 235, South Norwalk, Conn.

GENERAL ELECTRIC REVIEW. Monthly. General Electric Co., Schenectady, N. Y.

GENERAL RADIO EXPERIMENTER. Monthly. General Radio Co., 30 State St., Cambridge, Mass.

INTERNATIONAL SHORT WAVE RADIO. Monthly. International Short Wave Club, East Liverpool, O.

JOURNAL OF THE ACOUSTICAL SOCIETY OF AMERICA. Quarterly. American Institute of Physics, 175 Fifth Ave., N. Y.

JOURNAL OF THE INSTITUTION OF ELECTRICAL ENGINEERS. Monthly. E. and F. N. Spon, Ltd., 57 Haymarket, London.

JOURNAL OF THE SOCIETY OF MOTION PICTURE ENGINEERS. Monthly. Soc. of Motion Picture Engineers. Hotel Pennsylvania, N. Y. C.

JOURNAL OF THE TELEVISION SOCIETY. 3 times a year. The Television Society, "Lynton" Newberry, Berkshire, England.

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PUBLISHERS OF LITERATURE PERTAINING TO BROADCASTING

A

ABINGDON PRESS—150 Fifth Ave., New York.
ADAMS, R. G., & Co.—15th Ave. and High St., Columbus, O.
ADVERTISING FEDERATION OF America—330 W. 42nd St., New York City.
AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE—3457 Walnut St., Philadelphia.
AMERICAN ASSOCIATION FOR ADULT EDUCATION—60 E. 42nd St., New York City.
AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York City.
AMERICAN BAR ASSOCIATION—1140 N. Dearborn St., Chicago.
AMERICAN HISTORICAL SOCIETY, Inc.—80-90 Eighth Ave., New York.
AMERICAN NEWSPAPER PUBLISHERS ASS'N.—370 Lexington Ave., New York City.
AMERICAN RADIO RELAY LEAGUE, Inc.—West Hartford, Conn.
AMERICAN TECHNICAL SOCIETY—850 E. 58th St., Chicago.
AMERICAN TELEPHONE & TELEGRAPH Co.—195 Broadway, New York City.
APPLETON, D.-CENTURY CO, Inc.—35 W. 32nd St., New York City.
ARCHER, DENIS, PUBLISHER—(Out of Business) Address: Associated Publishers, Ltd., 32-34 Paternoster Row, London, E. C. 4.
ASSOCIATED RADIO WRITERS, Inc.—137 Newbury St., Boston.
ASSOCIATION OF NATIONAL ADVERTISERS, Inc.—330 W. 42nd St., New York City.
AUSTRALIAN RADIO PUBLICATIONS—Sydney, Australia.

B

BAKER-VOORHIS & Co., 30 Broad St., New York.
BLACK, A. & C., Ltd.—4-6 Soho Square, London, W. 1.
BLACKIE & SON, Ltd.—17 Stanhope St., Glasgow, C. 4.
BLAKISTON CO.—1012 Walnut St., Philadelphia.
BOBBS-MERRILL CO.—724 N. Meridian St., Indianapolis, Ind.
BOOKNIGA CORP.—Handled by: Four Continent Book Corp., 255 Fifth Ave., New York.
BROADCAST MUSIC, Inc.—23 W. 47th St., N. Y. C.
BROADCASTING PUBLICATIONS, Inc.—870 National Press Bldg., Washington, D. C.
THE BROOKINGS INSTITUTION—722 Jackson Place, N.W., Washington, D. C.
BURGESS PUBLISHING CO.—426 South Sixth St., Minneapolis, Minn.
WALTER P. BURN & ASSOCIATES—7 West 44th St., New York.
BUSINESS BOURSE—80 W. 40th St., New York City.

C

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Periodicals: Technical

(Continued from page 437)

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PROCEEDINGS OF THE INSTITUTE OF RADIO ENGINEERS. Monthly. Inst. of Radio Engineers, Inc., 330 W. 42nd St., N. Y.

PROCEEDINGS OF THE RADIO CLUB OF AMERICA. Monthly. Radio Club of America, Inc., 11 W. 42nd St., N. Y.

QST. Monthly. American Radio Relay League, Inc., West Hartford, Conn.

RCA REVIEW. Quarterly. RCA Institutes Technical Press, 75 Varick St., N. Y.

R.M.A. ENGINEER. 2 times a year. Radio Manufacturers Assn., 1317 F Street, N. W., Washington, D. C.

RADIO. Monthly except Aug. and Sept. Radio, Ltd., 1300 Kenwood Road, Santa Barbara, Cal.

RADIO AMATEUR CALL BOOK MAGAZINE. Quarterly. Radio Amateur Call Book, Inc., 608 S. Dearborn St., Chicago.

RADIO & TELEVISION. Monthly. Popular Book Corp., 20 Vesey St., N. Y.

RADIO NEWS. Monthly. Ziff-Davis Pub. Co., 608 S. Dearborn St., Chicago.

RADIO PATENT SERVICE. Weekly. Radio Manufacturers Ass'n., 1317 F Street, N.W., Washington, D. C.

RADIO-CRAFT. Monthly. Radcraft Publications, Inc., 20 Vesey St., N. Y.

REPORT OF RADIO RESEARCH IN JAPAN. National Research Council of Japan, Imperial Academy House, Ueno Park, Tokyo. 3 times a year. (In English.)

SERVICE. A monthly digest of radio and allied maintenance. Monthly. Bryan Davis Publishing Co., Inc., 19 E. 47th St., N. Y.

WIRELESS ENGINEER AND EXPERIMENTAL WIRELESS. Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London. S. E. 1.

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Paul F. Godley

Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

A Chronology of
THE DEVELOPMENT OF RADIO AND BROADCASTING

[See page 88 for 1940 Chronology]

640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.

1650—Otto von Guericke invented the air pump and the first frictional electric machine.

1654—Robert Boyle observed that electric attraction may take place through a vacuum.

1676—Olaus Roemer discovered that light travels at a finite velocity.

1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.

1733—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.

1745—The principle of the electrostatic condenser was discovered by Musschenbroeck of Leyden.

1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.

1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.

1794—Allessandro Volta invented the voltaic cell.

1825—Georg Ohm propounded the law named for him—Ohms Law.

1827—The term "microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.

1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magneto and dynamo.

1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.

1832—The idea of telegraphing was discussed by Samuel F. B. Morse.

1838—Professor K. A. Steinheil, of Munich, discovered the use of the earth-return later utilized in telegraph, telephone and wireless.

1847—Thomas Alva Edison was born on February 11 at Milan, O.

1849—John Ambrose Fleming was born on Nov. 29 in England.

1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.

1861—Philip Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.

1865—An induction machine was constructed by Wilhelm Theodor Holtz.

1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.

1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".

1874—Guglielmo Marconi was born at Bologna, Italy, April 25.

1875—The telephone was invented by Alexander Graham Bell.

1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".

1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.

1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.

1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.

1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.

1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.

1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart".

1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.

1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.

1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)

1885—Sir William Preece in England demonstrated that telephonic speech could be sent 440 yards by induction.

1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.

1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.

1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.

1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.

1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.

1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.

1892—Sir Willam Crookes predicted wireless telegraphy without wires would soon be possible.

1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.

1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.

1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.

1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.

1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.

1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.

1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the *SS Flying Huntress.*

1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.

1899 (April 28)—*Steamer R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.

1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.

1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.

1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.

1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.

1900 (Feb. 28)—*S. S. Kaiser Wilhelm der Grosse* left port as the first seagoing passenger ship equipped with wireless service.

1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.

1900 (Nov. 2)—Belgium's first wireless station was installed at Lapanne.

1901 (Jan. 1)—The bark *Medora* was reported by wireless to be waterlogged on Ratel Bank and assistance was sent.

1901 (Feb. 11)—Marconi established wireless communication between Niton, Isle of Wight, and the Lizard station, 196 miles apart.

1901 (March)—Wireless service for the public was established between the five main islands of the Hawaiian group.

1901 (Sept. 28)—Professor Reginald Fessenden applied for a United States patent for radio-telephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.

1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.

1902 (Feb.)—Marconi on *S. S. Philadelphia* picked up messages from Poldhu, 2,099 miles distant.

1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on board the Italian cruiser *Carlo Alberto.*

1902—Professor Reginald A. Fessenden introduced the electrolytic detector.

1902 (Dec. 17)—Marconi sent first west-east transatlantic wireless messages from Glace Bay to England.

1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.

1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.

1903—First ocean daily "newspaper" was printed on board *S. S. Campania*, with news supplied by wireless.

1903 (Aug. 4)—First International Radiotelegraphic Conference was held at Berlin.

1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.

1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.

1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.

1904—Wireless apparatus was featured at the St. Louis World's Fair.

1905—The *New York Times* received eyewitness wireless bulletins of naval battle off Port Arthur in Russo-Japanese war.

1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.

1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.

1906—Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.

1906—Dunwoody discovered the rectifying properties of carborundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.

1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.

1908 (Feb. 2)—*S.S. St. Cuthbert* afire off Sable Island was sighted by steamer *Cymric* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune.*

1908 (Feb. 3)—Marconi transatlantic wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.

1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.

1909 (Jan. 23)—*S.S. Republic* collided with *S.S. Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, flashed CQD that summoned rescuers proving the value of Marconi apparatus in time of disaster at sea.

1909—Marconi was awarded the Nobel Prize in physics.

1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on *S.S. Avon* at sea and by wireless amateurs in Connecticut.

1910—Marconi flashed wireless messages from Ireland to Buenos Aires.

1910—*S.S. Principessa Mafalda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.

1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.

1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.

1911 (July 1)—Department of Commerce organized a radio division to enforce the wireless act of June 24, 1910.

1911—Radiotelephony spanned 350 miles between Nauen, Germany, and Vienna, Austria.

1912—Frederick A. Kolster, of Bureau of Standards, developed a decremeter to make direct measurements of wireless waves.

1912—United Wireless Co. absorbed by American Marconi Co.

1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.

1912 (April 14)—*S.S. Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men.

1912—United States Naval radio station, NAA, opened at Arlington, Va.

1912 (July 5)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.

1912 (July 23)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and required auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.

1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateurs.

1913 (June)—Radio Telegraph Act of Canada was passed by Parliament.

1913—Station POZ, Nauen, Germany, flashed a message 1,550 miles.

1913 (Oct. 11)—*S.S. Volturno* afire at sea flashed an SOS and ten ships rushed to her side.

1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.

1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.

1914—Direct communication was established between WSL, Sayville, L. I., and POZ, Nauen, Germany; also between Tuckerton, N. J., and Elvise.

1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Co. of America.

1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feed-back circuit.

1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".

1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.

1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.

1915 (July 28)—Radio telephone successful between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.

1916 (Summer)—8XK license issued to Dr. Frank Conrad, Assistant Engineer of Westinghouse, East Pittsburgh, for general development work. Station started broadcasting in November, 1919. KDKA was licensed for limited commercial work prior to receiving special authorization for broadcasting Nov. 2, 1920. During the World War period, operation of all private radio stations was suspended and radio activities were placed under the jurisdiction of U. S. Navy. After general radio suspension during the war, Dr. Conrad received temporary wartime license from the Navy Dept. with the assigned call 2WE. At end of wartime ban, Dr. Conrad's Navy assigned call was cancelled and his original call 8XK automatically reinstated.

1916 (Nov. 5)—President Wilson and Mikado of Japan exchanged radiograms at opening of transpacific circuit.

1916 (Nov.)—De Forest experimental radiophone station was opened at High Bridge, N. Y.

1916 (Nov.)—Station 2ZK, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood broadcast music between 9 and 10 p. m., daily except Sunday.

1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.

1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.

1918 (April)—A high power station LCM, was opened at Stavanger, Norway.

1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.

1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high-power transmitters remaining under control of commercial organizations.

1918 (Sept. 22)—Wireless messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.

1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.

1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.

1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from *S.S. George Washington*.

1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.

1919 (Aug. 24) — United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington, D. C.

1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.

1919—England and Canada linked by vacuum tube radiophone transmitters.

1919—President Wilson returning from Peace Conference on board *S.S. George Washington*, addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.

1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American worldwide radio system.

1919—Establishment of U. S. Naval Shore Radio Compass System with 33 stations along Atlantic Coast after tests by *U.S.S. Chicago;* project suggested to navy by Lieut. Comdr. Thomas Appleby in 1918; first system of kind in world.

1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.

1920—A tract of land covering ten square miles was acquired at Rocky Point and Riverhead, L. I., for the construction of a Radio Central conceived for worldwide communication under direction of RCA.

1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Bolinas, Calif., Marion, Mass., and Kahuku, Hawaii.

1920 (Aug. 20)—Station WWJ, Detroit, (Then 8MK; later WBL; WWJ, July 7, 1922), owned by *Detroit News* and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920.

1920 (Nov. 2)—KDKA, Pittsburgh (Westinghouse Co.), founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns.

1921—President Harding formally opens Radio Central on Long Island addressing a radiogram to all nations.

1921—Paul Godley, American amateur at Androssan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 50 to 1,000 watts.

1921 — Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.

1921 (July 2)—Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.

1921—Nobel Prize for physics awarded Professor Edouard Branly for his radio research work and invention of coherer.

1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.

1921 (Sept. 27)—Station WBZ went on the air at Springfield, Mass.

1921 (Oct. 1) — Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.

1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.

1921 (Nov. 11)—Station KYW was introduced on the air at Chicago by Westinghouse Co.

1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ).

1922—Two-way radio conversation, first of its kind, was established between Deal Beach, N. J., and *S. S. America* 400 miles at sea.

1922 (Feb. 20)—Station WGY, Schenectady, went on the air.

1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.

1922 (June)—Marconi came to America in his yacht *Elettra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.

1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAY.

1922 (Aug. 16)—Station WEAF went on the air atop the Western Electric Bldg., West Street, New York.

1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.

1922 (Sept. 7) — Station WEAF, New York, broadcast the first commercially sponsored program of the Queensborough Corporation, a real estate organization.

1922 (Oct. 25)—High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.

1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the gridiron.

1922 (Nov. 11)—Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.

1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.

1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.

1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAF, New York, and WNAC, Boston.

1923 (March)—Invention of the neutrodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of America.

1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1923 (March 4)—Station KDPM, Cleveland, O., picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.

1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.

1923 (May 15) — Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.

1923 (June)—The first multiple station hookup by wire featured WEAF, New York; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.

1923—President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington, and KSD, St. Louis.

1923 (Aug. 1)—Station WRC was opened at Washington, D. C., by Radio Corporation of America.

1923 (Nov. 11)—Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEAF, New York.

1923 (Dec. 4) — Opening of Congress broadcast for first time.

1924 (Jan. 9)—Station KGO, Oakland, Cal., made its debut on the air, owned by General Electric.

1924 (Feb. 5)—English listeners heard a program short-waved from KDKA rebroadcast for first time in London.

1924 (Feb. 6)—Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEAF as New York outlet.

1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.

1924 (May 30)—Marconi utilizing short waves talks by radiophone from his yacht *Elettra* off England to Australia.

1924—National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nation-wide networks.

1924 (July)—British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.

1924 — Marconi described his shortwave beam system in a lecture before the Royal Society of Arts in London.

1924 (Sept.)—Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.

1924 (Oct.)—Equipped with wireless the *Zeppelin ZR-3* (later renamed *Los Angeles*) crossed the Atlantic.

1924 (Oct.)—Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.

1924 (Oct. 11)—Cape Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.

1924 (Nov. 30) — Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.

1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.

1924 (Dec. 15)—Station KOA, Denver, Colo., went on the air, owned by General Electric Co.,

1925—Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 105 meters.

1925—Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.

1925—Coolidge inaugural was broadcast by 24 stations in transcontinental network.

1925 (April)—John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.

1925 (May 7)—Photoradio developed by Capt. R. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.

1925—Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the gong of Big Ben atop the House of Parliament, London, as it struck midnight.

1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.

1925—Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.

1926 (Jan. 1) — John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.

1926 — *S.S. Antinoe* in distress at sea flashed an SOS and the *S.S. President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio compass.

1926 (Feb. 23)—President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.

1926 (April 20)—Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.

1926 (May)—Richard E. Byrd and Floyd Bennett in plane *Josephine Ford* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.

1926 (May)—Dirigible *Norge* soared across the Arctic and broadcast the first messages direct from the North Pole.

1926 (Sept. 23)—Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.

1926—World Series was broadcast for the first time by WJZ's nationwide hookup.

1926 (Nov. 1) — National Broadcasting Company was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.

1926 (Dec. 15)—Dr. E. F. W. Alexanderson demonstrated his multiple light-brush television system and projector at St. Louis.

1927 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.

1927 (Jan. 7)—Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times*, talking with Geoffrey Dawson, editor of the *London Times*.

1927 (Jan. 21) — First coast-to-coast broadcast of an opera featured Faust from the Chicago Civic Opera Auditorium.

1927 (Feb. 22)—First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.

1927 (March 2)—Federal Radio Commission appointed by President Coolidge: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.

1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1927—Arrival of Charles A Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.

1927 (Sept. 18) — Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.

1927 (Dec. 30)—Radiomarine Corporation of America was organized to operate a radio service for ships at sea.

1928 (Feb. 8)—John L. Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.

1928 (March 7)—Passengers on *S.S. Berengaria* saw face of Dora Selvy televised by John L. Baird 1,000 miles away in London.

1928 (July 12) — Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.

1928 (Aug. 11) — Herbert Hoover was officially notified of his nomination for the presidency while 107 stations were linked with the microphones at Palo Alto, Cal.

1928 (Sept. 11)—*The Queen's Messenger*, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.

1929 (Jan. 3)—William S. Paley elected President of the Columbia Broadcasting System.

1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.

1929 (June)—Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.

1929—Screen grid tubes were developed for radio receiving sets.

1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.

1929 (Aug. 15)—Brokerage offices were established on several ocean liners supplied Wall Street service by wireless.

1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1929 (Nov. 29)—A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.

1929 (Dec. 20)—First international program from Germany was rebroadcast in the United States.

1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio programs between the United States, England, Germany and Holland.

1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference and was heard in his first worldwide broadcast.

1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of the expedition and friends in New York heard in a rebroadcast throughout the United States.

1930 (April 9)—Two-way wire television in which speakers at the ends of a 3-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.

1930—The pentode tubes for radio receivers were introduced.

1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.

1930 (June) — *S.S. America* off Fastnet Island, approximately 3,000 miles from New York, intercepted facsimile messages from the United States.

1930 (June)—Plans were announced for a $250,000,000 Radio City to be built on Manhattan Island.

1930 (June 10)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.

1930 (June 30) — First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.

1930 (July 30) — Experimental television transmitter W2XBS opened by National Broadcasting Company in New York.

1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Shanghai circuit.

1930 (Dec. 25)—Premier Hamaguchi, of Japan, was heard in first American rebroadcast from the Orient.

1931 (Jan. 1) — Premier Mussolini of Italy, speaking over short waves from Rome was heard for the first time by American radio audience.

1931 (Jan. 11) — Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories to clarify television images.

1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast

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inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.

1931 (March 31) — Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.

1931 (April 26) — Television station W2XCR went on the air in New York.

1931 (June 3)—English Derby was televised for the first time by John L. Baird at Epsom Downs.

1931 (June) — Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultra-short waves.

1931 (July 21) — Experimental television station W2XAB opened by Columbia Broadcasting System in New York.

1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.

1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny", explained the political plight in an American rebroadcast from London.

1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.

1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.

1931 (Dec. 12)—Fifteen nations and insular possessions participated in world-wide tribute to Marconi on thirtieth anniversary of first transatlantic signal.

1931 (Dec. 25)—*Hansel and Gretel* was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WEAF and WJZ were linked with the microphone.

1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.

1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnappers of Charles A Lindbergh Jr., to flash news bulletins and to appeal to the kidnappers.

1932 (March 13) — German Presidential election returns—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.

1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.

1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.

1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.

1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.

1932 (Sept. 22) — William Beebe in his airtight bathysphere broadcast as he was lowered 2,200 feet into the ocean off Bermuda.

1932 (Nov. 9) — Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.

1932 (Dec. 10) — First program direct from Java was clearly rebroadcast in the United States.

1933 (March 4) — President Roosevelt's inaugural broadcast internationally by record-breaking hookup.

1933 (March 12) — President Roosevelt broadcast his first "fireside chat" on banking moratorium.

1933 (April 4)—Dirigible *Akron* disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.

1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.

1933 (July 24) — President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.

1933 (Oct. 22) — President Roosevelt's fourth "fireside chat" covered his stewardship to date.

1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.

1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.

1934 (May 1)—WLW, Cincinnati, begins operating with 500,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.

1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, Hampson Gary.

1934 (July 28)—U. S. Army's stratosphere balloonists staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 61,000 feet.

1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of *S.S. Queen Mary*.

1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.

1934 (Sept. 30) — Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, WXYZ), carrying first commercial program.

1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feed-back" circuit.

1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.

1935 (Feb. 1) — Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.

1935 (March 11)—Former Rep. Anning S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampson Gary.

1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.

1935 (April 28) — President Roosevelt's seventh "fireside chat" covered relief problems.

1935 (May 7)—Plans to spend $1,000,000 for field television tests were announced by RCA President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1936.

1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.

1935 (July 2)—Sounds of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.

1935 (Sept. 3)—Scripps-Howard Newspapers enter broadcasting field with acquisition of WFBE (now WCPO) in Cincinnati, planning to acquire other affiliates.

1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.

1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.

1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders", was rebroadcast throughout America with pickups from thirty-one countries.

1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.

1935 (Nov. 11) — Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.

1935 (Dec. 7)—Hollywood studios of NBC dedicated.

1935 (Dec. 18)—Federal Radio Education Committee of 40 leaders in broadcasting and educational fields named by FCC to coordinate educational and cultural programs.

1935 (Dec. 27)—Lenox Riley Lohr elected president of NBC, succeeding M. H. Aylesworth.

1935 (Dec. 31)—Warner Brothers withdraw from ASCAP music pool, resulting in split catalogue and turmoil in broadcasting over music clearance; ASCAP dictates acceptance of five-year contracts to Dec. 31, 1940, on percentage basis.

1936 (Jan. 3) — President Roosevelt addressed joint session of Congress called for 9 p. m. in order that nation might listen by radio.

1936 (Feb. 26)—Hearst expands activities in broadcasting field by purchasing four stations: KTSA, San Antonio; WACO, Waco; KNOW, Austin; KOMA, Oklahoma City. Elliott Roosevelt, son of the President, named vice president of Hearst Radio Inc.

1936 (March 1)—King Edward VIII broadcasts first message to British Empire since death of his father King George V on Jan. 21, which also was flashed around world by radio.

1936 (March 1)—First television wire circuit, called a "see line", links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.

1936 (March 19)—KNX, Hollywood, purchased by CBS for $1,300,000 in biggest station deal in history; transfer subsequently approved by FCC.

1936 (March)—Radio stations, networks and amateurs perform meritorious public service in flood disasters hitting eastern and midwestern areas.

1936 (March 24)—WHO, Des Moines, files application with FCC for 500,000 watts, the first of numerous such applications later filed.

1936 (March 31) — CBS reports record gross income of $17,637,804 for 1935, with net profit of $3,228,194.

1936 (April 24) — American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of newspapers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions."

1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Iconoscope camera. Broadcast was on 6 meters over distance of one mile.

1936 (April 27)—NAB board of directors approves plan for Bureau of Copyrights within association to rid industry of dependence upon ASCAP and other copyright groups; approves plan for public domain and transcription library and eventual per piece system of payment of copyright fees.

1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.

1936 (May 1)—Zeppelin *Hindenburg* broadcasts to United States and Germany on first Atlantic crossing.

1936 (May 13)—W. H. Doherty of Bell Laboratories presents paper on high efficiency circuit used in new Western Electric broadcast transmitters before Institute of Broadcast Engineers and in May, 1937, received Morris Liebman Memorial Prize for work on this circuit.

1936 (May 22)—CBS announces plans to establish headquarters in Hollywood after acquisition of KNX. Subsequently names Donald Thornburgh as vice president in charge.

1936 (May 26)—Cooperative radio committee, called Joint Committee on Radio Research, formed by Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, with Paul F. Peter as secretary.

1936 (May 27)—British superliner *Queen Mary* broadcasts scheduled programs to U. S. networks on maiden voyage to United States.

1936 (June) — Record-breaking hookups carry political convention: Republicans at Cleveland June 9, Democrats at Philadelphia June 23.

1936 (June 4)—Public television demonstrations started in Los Angeles by Don Lee Broadcasting System; system developed by Harry R. Lubcke, director of television, utilizes 300-line images framed 24 times per second.

1936 (June 5)—Davis Amendment to Communications Act, requiring distribution of facilities by quotas, repealed as President Roosevelt signs bill passed by Congress.

1936 (June 16)—President Roosevelt reasserts faith in American system of broadcasting and opposes monopoly in radio in letter to BROADCASTING Magazine on occasion of 14th annual NAB convention in Chicago, July 6-8.

1936 (June15-23)—FCC holds hearings on uses of short and ultra-shortwaves for television, "apex" broadcasting and other services.

1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special appropriation of $1,000,000 for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.

1936 (July 31)—Warner Brothers return to ASCAP, ending six months of copyright turmoil, and simultaneously dismiss some 200 infringement suits against stations and others seeking about $4,000,000 in damages.

1936 (August)—Olympic Games at Berlin are broadcast internationally through elaborate shortwave system and 40-nation switchboard. U. S. networks send own announcers to cover events. German attempts to televise games meet with poor results.

1936 (Aug. 11)—Philco Radio & Television Corp. demonstrates its television system in Philadelphia, transmitting live subjects and films over seven-mile span, with 345-line pictures framed 30 times per second interlaced to produce 60 framings per second; pictures 9½ x 7½ inches in dimension.

1936 (Sept. 6)—President Roosevelt in eighth "fireside chat" discusses drought situation.

1936 (Sept.-Oct.)—Radio used extensively in Roosevelt-Landon political campaign, with estimated $2,000,000 or more spent for network and station time. Hookups and stations cover elections thoroughly Nov. 3.

1936 (Sept. 25)—M. H. Aylesworth resigns as vice chairman of NBC, terminating entire affiliation with network which he helped organize and served as first president. On March 1, 1937, joins Scripps-Howard Newspapers.

1936 (Oct. 5-21)—FCC holds public hearings on proposals for superpower and changes in broadcast allocations.

1936 (Nov. 1-15)—NBC observes tenth anniversary of its founding on Nov. 15, 1926, with gala celebrations featured by demonstrations of RCA television, visits of 35 radio officials from European countries, Nov. 9, banquet with 1,600 attending and various feature broadcasts. RCA-NBC officials hail television as big development of next decade, after demonstrating Empire State Bldg. transmissions of live and film subjects with 343-line images framed 30 times per second and interlaced to produce 60 framings. Images shown on 12 and 9 inch Kinescope tubes were 7¼ x 10½ inches and 5½ x 7¼ inches, respectively.

1936 (Nov. 2)—Canadian Broadcasting Corporation succeeds Canadian Radio Broadcasting Commission as regulator of radio in Canada. Gladstone Murray, Canadian-born executive of British Broadcasting Corp., named general manager.

1936 (Nov. 2)—Television broadcasts start in London on daily except Sunday schedule, 9-10 a. m. and 3-4 p. m., with E. M. I. and Baird systems alternating.

1936 (Nov. 7)—Father Charles E. Coughlin announces retirement from radio in final broadcast over independent network due to failure of his National Union for Social Justice to affect elections; had been regular broadcaster since 1929.

1936 (Dec. 1)—Field tests of A. T. & T. coaxial cable between New York and Philadelphia tested with success.

1936 (Dec. 11)—Former King Edward VIII broadcasts farewell address to world via BBC and Empire Short wave system, and is rebroadcast in United States and rest of world to what is believed to be largest world audience ever to listen to a single speech.

1936 (Dec. 29)—Mutual Broadcasting System, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations.

1937 (Jan.-Feb.)—Radio performs greatest humanitarian role in disastrous Ohio-Mississippi floods, winning plaudits of President Roosevelt, Red Cross and nation's listeners for its rescue and relief broadcasts which generally were accredited with reducing toll of life.

1937 (Jan.)—Engineers of RCA and NBC begin first tests of 441-line television images from new experimental transmitter in Empire State Bldg., New York, supplanting 343-line experiments.

1937 (Feb. 11)—Philco Radio & Television Corp., demonstrated 441-line television before press.

1937 (March 15)—Trend toward origination of movie talent programs from Hollywood as major factor in network operation launched as General Mills Inc., Minneapolis (Bisquick), starts *Hollywood in Person* series on NBC network, followed March 28 by *Paramount on Parade* on NBC-Red, followed later by Metro - Goldwyn - Mayer and Warner Bros. tieup on networks for major national advertisers.

1937 (March 29)—North American Radio Conference meeting in Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.

1937 (April 1)—NAB board of directors approves creation of independent Copyright Bureau to handle production and sale of public domain transcription program library as means of backstopping industry in the event of ASCAP music crisis.

1937 (April 5-12)—Organized labor movements make first inroads on broadcasting industry when new announcers' union, American Guild of Radio Announcers and Producers, begins organizing announcing and production departments of CBS.

1937 (May 6)—Crash of German Dirigible *Hindenburg*, at Lakehurst, N. J., is recorded by Herb Morrison, announcer, and Charles Nehlsen, engineer, both of WLS, Chicago, who were on the scene as disaster occurred.

1937 (May 12) — Coronation of King George VI broadcast throughout world over British Empire System; British Broadcasting Corp. televises coronation parade from Hyde Park Corner.

XUM

1937 (May 12)—Television projected to motion picture size, 8 x 10 ft., by RCA in demonstration before Institute of Radio Engineers. Engineers R. R. Law and Vladmir K. Zworykin described development.

1937 (June 19)—American Federation of Musicians launches reemployment campaign among broadcasters at annual convention in Louisville, which resulted in formal contracts with stations and networks to become effective Jan. 1, 1938, after some six months of negotiating during which strike was threatened.

1937 (July 6)—Senator White (R. Me.) introduces resolution (S. Res-149) for sweeping investigation of radio.

1937 (July 20)—Guglielmo Marconi, pioneer radio inventor and the first man to span the ocean with a radio signal, died of heart attack in his 63rd year.

1937 (July 23)—Anning Smith Prall, 67, chairman of the FCC, died suddenly at his summer home in Boothbay Habor, Me.,

1937 (July 30)—American Federation of Radio Artists formed as autonomous union of all radio talent except musicians under AFofL.

1937 (Aug. 17) — Frank R. McNinch, chairman of Federal Power Commission, and T. A. M. Craven, chief engineer of FCC, appointed by President Roosevelt to FCC with instructions to reorganize.

1937 (Sept. 28)—Facsimile tests on regular broadcast frequencies during early-morning hours authorized by FCC in grants to two stations, followed in subsequent weeks to others.

1937 (Oct.)—NBC and RCA order mobile television vans to begin outdoor experiments, preparing for time when television will be expected to cover big outdoor events such as sports, parades, etc. Two vans delivered Dec. 12.

1937 (Oct. 1)—Senator Hugo L. Black, Supreme Court appointee, makes his first public statement following Ku Klux Klan membership revelations over combined networks upon return from Europe. Refuses to be interviewed for newspapers, saying that by radio his statement would not be edited or interpreted.

1937 (Oct. 8) — Pennsylvania Supreme Court rules that performing artists have property right in their recorded performances of musical compositions in sustaining lower court decision in appeal of WDAS, Philadelphia, in case of suit brought by Fred Waring, orchestra leader. Case brought as test two years earlier by National Association of Performing Artists.

1937 (Oct. 13) — Special convention of NAB in New York votes sweeping reorganization, authorizing committee to set up plan for "paid president" with broad powers and other bolstering steps. Committee subsequently drafted such a plan (Dec. 9, 1937) and ordered regular convention in Washington Feb. 14, 1938, to consider it.

1937 (Oct. 13)—Division form of FCC operation abolished on motion of Chairman McNinch, with all seven-men to participate in handling of broadcast, telephone and telegraph matters, effective Nov. 15.

1937 (Oct. 18)—FCC sets aside bands in ultra-high frequencies for television, aural or apex broadcasting and relay broadcasting, above 30,000 kc.

1937 (Dec. 6)—U. S. Court of Appeals for District of Columbia writes radio law in three decisions holding that broadcasting stations are not public utilities; that economic competition should be considered in granting new facilities in given localities, and that FCC should hand down statement for facts and grounds for decision at time of ruling rather than weeks or months later.

1987 (Dec. 13) — Inter-American Radio Conference in Havana, following six-week session, adjourns after drafting treaty for distribution of broadcast channels among North American nations, under plan eliminating Mexican border stations, and providing facilities for United States, Canada, Mexico, Cuba, Newfoundland, Dominican Republic and Haiti.

1938 (Jan. 27)—FCC allocates band of 25 ultra-high frequencies for non-commercial educational broadcasting.

1938 (Feb. 1)—International Telecommunications Conference convenes in Cairo, Egypt, with delegates from 71 countries. Continues until April 8.

1938 (Feb. 14-15)—NAB in convention in Washington orders sweeping reorganization, with board members named on regional basis. Authorizes board to select new paid president. Facsimile demonstrated to delegates, with BROADCASTING publishing first newspaper on record by facsimile.

1938 (Mar. 30)—NAB board drafts Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, as president.

1938 (Apr. 30)—CBS dedicates new Hollywood radio plant in Columbia Square.

1938 (June 6)—NAB executive committee selects Neville Miller, "flood mayor" of Louisville, as paid president of NAB at $25,000 per year, to assume duties July 1.

1938 (June 6)—Senate adopts Wheeler Resolution expressing it to be sense of that body that more stations with powers in excess of 50,000 watts are against the public interest, as FCC hearings on proposed new rules and regulations get under way. Hearings continue to July 29.

1938 (June 14) — House votes 234-101 against Connery Resolution to investigate alleged monopoly in radio.

1938 (June 15)—U. S. Senate ratifies Havana Treaty; FCC announces frequency allocations under treaty June 23.

1938 (Aug. 10)—Elliott Roosevelt, president of Hearst Radio Inc., organizes Texas State Network as independent enterprise with 23 stations, scheduled to start operating Sept. 15.

1938 (Sept. 12)—Major networks provide complete coverage of Sudeten crisis, starting with Hitler's Nuremburg address and continuing until Munich Peace Pact is signed. Radio hailed on all hands for remarkable service.

1938 (Oct. 17)—New studios of NBC opened in Hollywood.

1938 (Oct. 20)—David Sarnoff, president of RCA, announces at meeting of board of Radio Manufacturers Association that RCA would make television public and have sets on market at time of New York World Fair starting April 30, 1939. Transmitters, made available to broadcasters and many RCA patent licensees indicate intention to begin producing sets.

1938 (Oct. 31)—Cuba orders reallocation effective in conformity with Havana Treaty. Mexican Senate on Oct. 26 declined to ratify the treaty. Canada ratifies Nov. 29.

1938 (Dec. 1)—NBC board orders Niles Trammell, Central Division vice-president, to go to New York Jan. 1 as executive vice-president.

1938 (Dec. 17)—CBS purchases American Record Co. and susidiaries, including Columbia Phonograph Co., from which Paley interests originally acquired network.

1939 (Jan.)—President Roosevelt, Senator Wheeler and FCC Chairman Frank R. McNinch agree on proposal to reduce FCC to three members; proposed bill meets opposition and is dropped.

1939 (Feb. 12)—American Federation of Musicians signs two-year talent scale contract with networks; strike is averted.

1939 (Feb. 2)—RCA-NBC end 10-day "road show" of television mobile unit in Washington.

1939 (Mar. 1)—WLW reduces power from 500,000 to 50,000 watts as U. S. Court of Appeals denies appeal for stay order from FCC decision.

1939 (Apr. 5)—Eugene O. Sykes, charter member of old Radio Commission and of FCC, retires to practice law; succeeded by Frederick I. Thompson, of Alabama.

1939 (April)—Congress recognizes radio on par with press, and provides gallery facilities for radio repoters, culminating successfully fights led by Fulton Lewis jr., Mutual commentator.

1939 (Apr. 30)—Television brought out as public service in New York by RCA-NBC, coincident with opening of New York World's Fair. Sets placed on market.

1939 (May 9)—President Roosevelt in first transcribed address under Government auspices described radio as "free as the press" except for such controls as are necessary to prevent complete confusion on the air.

1939 (May 19)—FCC Committee (McNinch, Brown, Walker, Thompson) adjourns Network Monopoly Inquiry which started Nov. 14, 1938.

1939 (May 22)—FCC Television Committee issues Part I of report urging caution and cooperation in dealing with visual medium. Part II proposed allocation plan by size of cities.

1939 (May 26)—Associated Press board of directors lifts ban on use of AP news in sponsored broadcasts under specified rules.

1939 (June)—Yankee Network begins operation of $250,000 frequency modulated (Armstrong) transmission plant atop Mt. Asnebumskit, Mass. Goes on 16-hour-a-day schedule of Yankee Network programs July 24.

1939 (July 10-13)—NAB at annual convention in Atlantic City adopts code of self-regulation; also votes approval of plan to form own music reservoir to combat ASCAP. NAB board orders code effective Oct. 1, 1939.

1939 (July 27)—President Roosevelt names James Lawrence Fly, general counsel of Tennessee Valley Authority, chairman of FCC to succeed Frank R. McNinch, who retired Sept. 1, due to illness.

1939 (Aug. 1)—New FCC rules governing broadcasting become effective; broadcast station licenses extended from six months to one year.

1939 (Aug.-Sept.)—Networks cover war crisis through correspondents in Europe's capitals heard at frequent intervals; first declaration of war ever heard by radio carried on networks as Prime Minister Chamberlain of Great Britain replies to Hitler. Canada's declaration of war leads to censorship of Canadian radio but slight interference with commercial operation.

1939 (Sept 7)—Supreme Court of Pennsylvania reverses Allegheny Court of Common Pleas' decision ordering NBC to pay 15,000 to Summit Hotel Co. for damages claimed as result of ad lib by Al Jolson, comedian; Supreme Court holds broadcaster not liable for remarks ad libbed by artist employed by sponsor.

1939 (Sept. 15)—NAB special convention in Chicago approves $1,500,000 fund made up of 50% of station payments to ASCAP in 1937, to set up Broadcast Music, Inc., stock to be owned by stations and networks.

1939 (Oct 1)—Fr. Charles E. Coughlin, Detroit priest, barred from buying time under industry self-regulation code. Nationwide censorship issue is precipitated with several stations resigning from NAB.

1939 (Nov)—Formation of Transcontinental Broadcasting System, a new nationwide network, announced by Elliott Roosevelt, to begin Jan. 1, 1940. About 100 stations listed, but project fails to start.

1939 (Nov.)—International broadcast stations announce initial sales of sponsored program earmarked for South American audiences. NBC gets United Fruit Co. as first sponsor.

1939 (Dec. 12)—Gov. James M. Cox, 1920 Democratic presidential nominee and owner of WHIO, Daytona, and WIOD, Miami, acquires WSB, Atlanta 50,000 watter, along with its parent, *Atlanta Journal*, for record price of $2,500,000.

1939 (Dec. 17)—Eyewitness account of scuttling of German battleship *Graf Spee* broadcast over NBC from Montevideo, Uruguay, by James Bowen.

1939 (Dec. 29)—Mexican Congress ratifies Havana Treaty, paving way for placing in effect North American Broadcasting Agreement during 1940.

Government Agencies Dealing with Radio

INTERDEPARTMENTAL RADIO ADVISORY COMMITTEE — Chairman: E. K. Jett, FCC; Vice Chairman: Dr. J. H. Dellinger, Bureau of Standards; Secretary: Gerald C. Gross, FCC. Assistant Secretary: P. F. Siling, FCC. Membership:

- Department of Agriculture—E. W. Loveridge, member; Wallace L. Kadderly, alternate.
- Department of Commerce—Dr. J. H. Dellinger, Bureau of Standards, member; L. H. Simson, alternate.
- Federal Communications Commission—Chief Engineer E. K. Jett, member; Gerald C. Gross, alternate.
- Department of Interior—C. D. Monteith, member; John S. Cross, alternate.
- Department of Justice—T. D. Quinn, member; H. J. Walls, alternate.
- Maritime Commission—D. S. Brierley, member; J. T. Welsh, alternate.
- Navy Department—Admiral S. C. Hooper, member; Comdr. John Redman, alternate.
- Postoffice Department—R. M. Martin, member.
- Department of State—Thomas Burke, member; F. C. deWolf, alternate.
- Treasury Department — Comdr. J. F. Farley, U. S. Coast Guard, member; Lieut. Comdr. C. H. Peterson, alternate.
- War Department—Maj. Gen. J. O. Mauborgne, member; Maj. Wesley T. Guest, alternate.

FEDERAL COMMUNICATIONS COMMISSION — Postoffice Dept. Bldg., Washington, D. C. Telephone: District 1654 [see pages xxx-xxx].

DEFENSE COMMUNICATIONS BOARD—James Lawrence Fly, chairman of Federal Communications Commission, chairman; Rear Admiral Leigh Noyes, director of Naval Communications; Maj. Gen. Joseph O. Mauborgne, chief of Army Signal Corps; Breckenridge Long, Assistant Secretary of State; Herbert E. Gaston, Assistant Secretary of Treasury, secretary. [Details on page 81.]

U. S. COURT OF APPEALS FOR THE DISTRICT OF COLUMBIA—Chief Justice: D. Lawrence Groner. Associate Justices: Harold M. Stephens, Justin Miller, Henry White Edgerton, Fred M. Vinson, Wiley Rutledge. Clerk: Joseph W. Stewart. Telephone: National 4624. (Appeals from FCC.)

OFFICE OF GOVERNMENT REPORTS—Executive Office of the President, White House, Washington, D. C. Telephone: District 2370. Director: Lowell Mellett. Assistant Director: K. C. Blackburn. Special Assistants to Director: Robert I. Berger, Bea Andreen.

DEPARTMENT OF COMMERCE—Washington, D. C. Chief of Electrical Division: John H. Payne. Acting Chief of Marketing Research Division, Bureau of Foregin & Domestic Commerce: Nelson Miller. Chief of Radio Development Section, Civil Aeronautics Administration: William E. Jackson. Telephone: District 2200.

DEPARTMENT OF STATE—Division of International Communications, Washington, D. C. Chief of Telecommunications Branch: Francis C. de Wolf. Telephone: District 4510.

DEPARTMENT OF AGRICULTURE — Washington, D. C. Director of Information: Morse Salisbury. Chief of Radio Service: Wallace L. Kadderly. Telephone: Republic 4142.

FEDERAL TRADE COMMISSION—Washington, D. C. Radio & Periodical Division: PGad B. Morehouse, director; W. F. Davidson, assistant director. Telephone: National 8206.

U. S. FOOD & DRUG ADMINISTRATION — Department of Agriculture, Washington, D. C. Chief: Dr. W. G. Campbell. Telephone: Republic 4142.

U. S. OFFICE OF EDUCATION—Federal Security Agency, Washington, D. C., chairman, Federal Radio Education Committee: Dr. John W. Studebaker, Commissioner of Education. Director, Division of Publications, Radio & Exhibits: William Dow Boutwell. Director of Educational Radio Script Exchange: Gordon Studebaker. Coordinator of Research, Federal Radio Education Committee: Dr. Leonard Power. Telephone: Republic 1820.

BUREAU OF STANDARDS — Department of Commerce, Washington, D. C. Chief of Radio Section: Dr. J. H. Dellinger. Telephone: Woodley 1720.

U. S. ARMY SIGNAL CORPS—War Department, Washington, D. C. Chief Signal Officer: Gen. Joseph O. Mauborgne. In charge of radio: Maj. Wesley T. Guest. Telephone: National 2520.

U. S. NAVAL COMMUNICATIONS—Navy Department, Washington, D. C. Director: Rear Admiral Leigh Noyes, Director of Naval Communication, Office of Chief of Naval Operations. Telephone: District 2900.

U. S. COAST GUARD — Treasury Department, Washington, D. C. In charge of radio: Comdr. J. F. Farley. Telephone: National 6400.

FEDERAL BUREAU OF INVESTIGATION—Department of Justice, Washington, D. C. Assistant Chief: C. A. Tolson. Telephone: National 0815.

U. S. FOREST SERVICE—Department of Agriculture. Assistant Bureau Chief: E. W. Loveridge. Telephone: Republic 4142.

POSTOFFICE DEPARTMENT—In charge of radio: R. M. Martin. Telephone: District 5360.

U. S. NAVAL OBSERVATORY—Massachusetts Ave. & 34th St., N. W., Washington, D. C. Superintendent: Capt. J. S. Hellweg, U. S. N. Telephone: Decatur 2723.

Income-Investment-Employment-Payroll Data

of Broadcasting Industry of the United States

(Compiled by FCC Accounting Dept. from Responses to Questionnaires by Licensees)

Note: All figures are for 1939, having been released in August-September, 1940 and being latest official data available

1939 Combined Income Statement of U. S. Broadcasters

(FCC Report Covering Three Major Networks and 705 Standard Broadcast Stations)

Item (Col. 1)	Networks (Col. 2)	Broadcast Stations			Grand total (Col. 6)
		23 Managed and operated stations [1] (Col. 3)	682 Other stations (Col. 4)	Total 705 stations (Col. 5)	
A. REVENUE FROM THE SALE OF TIME					
Revenue from the sale of station time:					
(1) Network—					
Sale of station time to networks and stations—					
Sale of station time to major networks	....	$5,791,030	$16,709,911	$22,500,941	
Sale of station time to regional networks	....	....	1,139,244	1,139,244	
Sale of station time to other networks and stations	....	....	473,943	473,943	
Total sale of station network time	....	5,791,030	18,323,098	24,114,128	
(2) Non-network (before commissions)—					
Sale of station time to advertisers or sponsors (including their agencies)					
Sale of station time to national and regional advertisers or sponsors	....	5,667,105	24,804,948	30,472,053	
Sale of station time to local advertisers or sponsors	....	3,031,217	[2] 34,284,557	37,315,774	
Total sale of station non-network time	....	8,698,322	59,089,505	67,787,827	
Total sale of station time	....	14,489,352	77,412,603	91,901,955	
Revenue from the sale of network time:					
(3) Network—					
Sale of network time to advertisers	$61,599,851				
Sale of other network time	1,921,838				
Total sale of network time	62,621,689				
Total sale of network and station time	62,621,689	14,489,352	77,412,603	91,901,955	
(4) Deduct—					
Portion of sales of network time paid to networks and stations	[3] 23,812,059	5,451	738,108	743,559	
Balance, before commissions	38,809,630	14,483,901	76,674,495	91,158,396	$129,968,026
Commissions to regularly established agencies, representatives, brokers, and others	[4] 9,277,959	1,228,609	[4] 6,898,846	8,127,455	17,405,414
Balance, amount retained from sale of network and station time	29,531,671	13,255,292	69,775,649	83,030,941	112,562,612
B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):					
Talent:					
Sale of talent under contract to, and in the pay of, networks and stations	1,150,928	879,535	3,644,684	4,524,219	5,675,147
Commissions, fees, and profits from obtaining or placing talent	1,009,260	27,527	82,735	110,262	1,119,522
Sundry broadcast revenues	2,199,359	459,096	1,866,128	2,325,224	4,524,583
Total revenue from incidental broadcast activities	4,359,547	1,366,158	5,593,547	6,959,705	11,319,252
Total broadcast revenues	33,891,218	14,621,450	75,369,196	89,990,646	123,881,864
C. TOTAL BROADCAST EXPENSES OF NETWORKS AND STATIONS	28,259,990	9,192,526	62,591,404	71,783,930	100,043,920
D. BROADCAST SERVICE INCOME	5,631,228	5,428,924	12,777,792	18,206,716	23,837,944

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[1] Stations licensed to major networks, and those licensed to others but managed by major networks as to programs, time, or sales. One station less after November 27, 1939.

[2] Since stations with revenue of less than $25,000 for the year were not required to report details, this figure may include some amounts for national and regional non-network business and some amounts for network business. However, the greater portion of the revenue for these stations is from time sold to local users.

[3] This amount does not agree with the amount shown in column 5 as sales to major networks, since it includes amounts paid to Canadian and other extra-territorial stations and to other networks.

[4] Applicable to the total sale of network time, $62,621,689.

FACTUAL INFORMATION

RELATING TO

BROADCAST ENGINEERING MATTERS

IS THE SPECIALTY OF

McNARY & CHAMBERS

Radio Engineers

National Press Building

Washington, D. C.

Telephone: DIstrict 1205

Investment in Broadcast Plant of the United States

Tangible Broadcast Property by Class and Network at End of 1939

Item	Clear Channel				Regional			Local		
	50,000 Watts		5,000 to 25,000 Watts							
	Unlimited	Part-time	Unlimited	Part-time	Unlimited	Limited and Day	Part-time	Unlimited	Day and Part-time	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)	(10)	(11)
Stations Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	18	4	174	14	11	95	4	357
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$17,978,710	$686,288	$739,837	$2,778,326	$69,962	$42,734,778
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	7,866,863	241,676	308,757	1,021,084	26,917	20,709,180
Depreciated cost	7,015,045	512,366	1,431,435	278,926	10,111,847	444,612	431,080	1,757,242	43,045	22,025,598
Stations with time sales of less than $25,000:										
Number of stations	....	....	....	....	3	....	4	29	....	36
Cost to licensee	....	....	....	....	$129,183	....	$153,226	$492,547	....	$774,956
Depreciation to date under ownership of licensee	....	....	....	....	18,283	....	11,765	181,734	....	211,782
Depreciated cost	....	....	....	....	110,900	....	141,461	310,813	....	563,174
All commercial stations:										
Number of stations	33	4	18	4	177	14	15	124	4	393
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$18,107,893	$686,288	$893,063	$3,270,873	$69,962	$43,509,734
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	7,885,146	241,676	320,522	1,202,818	26,917	20,920,962
Depreciated cost	7,015,045	512,366	1,431,435	278,926	10,222,747	444,612	572,541	2,068,055	43,045	22,588,772
Stations Not Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	....	....	....	....	24	42	12	69	11	158
Cost to licensee	....	....	....	....	$1,774,214	$2,145,718	$809,539	$1,835,054	$407,873	$6,972,398
Depreciation to date under ownership of licensee	....	....	....	....	840,091	891,799	347,511	693,124	154,088	2,926,613
Depreciated cost	....	....	....	....	934,123	1,253,919	462,028	1,141,930	253,785	4,045,785
Stations with time sales of less than $25,000:										
Number of stations	....	....	....	....	5	17	4	94	29	149
Cost of licensee	....	....	....	....	$132,199	$497,191	$134,506	$1,656,590	$477,023	$2,897,509
Depreciation to date under ownership of licensee	....	....	....	....	53,734	120,922	48,678	334,615	154,351	712,300
Depreciated cost	....	....	....	....	78,465	376,269	85,828	1,321,975	322,672	2,185,209
All commercial stations:										
Number of stations	....	....	....	....	29	59	16	163	40	307
Cost to licensee	....	....	....	....	$1,906,413	$2,642,909	$944,045	$3,491,644	$884,896	$9,869,907
Depreciation to date under ownership of licensee	....	....	....	....	893,825	1,012,721	396,189	1,027,739	308,439	3,638,913
Depreciated cost	....	....	....	....	1,012,588	1,630,188	547,856	2,463,905	576,457	6,230,994
All Commercial Stations										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	18	4	198	56	23	164	15	515
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$19,752,924	$2,832,006	$1,549,376	$4,613,380	$477,835	$49,707,176
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	8,706,954	1,133,475	656,268	1,714,208	181,005	23,635,793
Depreciated cost	7,015,045	512,366	1,431,435	278,926	11,045,970	1,698,531	893,108	2,899,172	296,830	26,071,383
Stations with time sales of less than $25,000:										
Number of stations	....	....	....	....	8	17	8	123	29	185
Cost to licensee	....	....	....	....	$261,382	$497,191	$287,732	$2,149,137	$477,023	$3,672,465
Depreciation to date under ownership of licensee	....	....	....	....	72,017	120,922	60,443	516,349	154,351	924,082
Depreciated cost	....	....	....	....	189,365	376,269	227,289	1,632,788	322,672	2,748,383
All commercial stations:										
Number of stations	33	4	18	4	206	73	31	287	44	700
Cost to licensee	$16,223,584	$836,171	$2,824,128	$597,772	$20,014,306	$3,329,197	$1,837,108	$6,762,517	$954,858	$53,379,641
Depreciation to date under ownership of licensee	9,208,539	323,805	1,392,693	318,846	8,778,971	1,254,397	716,711	2,230,557	335,356	24,559,875
Depreciated cost	7,015,045	512,366	1,431,435	278,926	11,235,335	2,074,800	1,120,397	4,531,960	619,502	28,819,766

ALL COMMERCIAL STATIONS AND 3 MAJOR NETWORKS

Item	700 Stations	3 Major Networks[1]	Total
Cost to licensee	$53,379,641	$11,044,985	$64,424,626
Depreciation to date under ownership of licensee	24,559,875	4,319,106	28,878,981
Depreciated cost	28,819,766	6,725,879	35,545,645

[1] Broadcast property shown by Mutual Broadcasting System, Inc., at the nominal value of $1.

227 Stations Operated at Loss

Based on FCC Analysis of 1939 Revenues

THAT 227 of the 705 commercial broadcast stations of the United States operated in the red during 1939, is disclosed in a report on their revenues and losses during the year released by the FCC on the basis of licensee reports required of all stations.

These stations included some in all classes with the exception of the 50,000-watt outlets, none of which lost money. The losers had total revenues of $10,920,105 during the year and total expenses of $13-140,576.

Their combined losses were thus $2,220,471, approximately 21% of their total revenues.

[Revenue and net income totals for all stations combined, as well as for the major networks, were published in the Aug. 1 BROADCASTING].

Of the 227 stations operating in red ink in 1939, 106 were reported by the FCC as being served by one or the other of the major networks. These 106 lost $1,434,042 on revenues of $6,878,423, or 21%. The 121 other losing stations, which were not network-affiliated, lost $786,429 on revenues of $4,041,682, or slightly over 18%.

By far the greatest number of losing stations were in the fulltime local category. A total of 103 of these did a business of $2,849,112, which was $441,509 under their expenses. Their expenses exceeded their revenues by 16%.

On the other hand, 54 fulltime regionals reported they operated in the red, showing combined revenues of $5,086,012 on which they lost $1,091,677, or 21%.

Thirty-one limited and daytime regionals showed revenues of $1,396,689, on which they lost $299,472, or 21%.

Seventeen daytime and part-time locals had revenues of $337,856, on which they lost $63,848, or 18%.

Fifteen part-time regionals reported revenues of $558,178 and losses of $104,182, or 18%.

Four fulltime stations in the 5,000-25,000 watt class reported revenues of $513,475 and losses of $196,134, or 38%; and three part-time stations in the same class reported $178,783 in revenues and $23,649 in losses, or 16%.

Another Commission table, breaking down the losses by sizes of community as well as classes of stations, shows that 26 stations in cities of 2,000,000 or more population combined to operate $456,137 in the red; seven in cities of 1,000,000 to 2,000,000 lost $389,123; eight in cities of 500,000 to 1,000,000 lost $83,924; 26 in cities of 250,000 to 500,000 lost $304,143; 23 in cities of 100,000 to 250,000 lost $314,983; 20 in cities of 50,000 to 100,000 lost $122,877; 38 in cities of 25,000 to 50,000 lost $195,938; 54 in cities of 10,000 to 25,000 lost $242,275; 20 in cities of 5,000 to 10,000 lost $96,010; five in communities of less than 5,000 lost $15,061.

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Employment and Payroll Data of U. S. Broadcast Industry

(FCC Analysis for Typical Week, Beginning October 15, 1939)

	705 STATIONS								3 MAJOR NETWORKS					
	Fulltime				Part-time				Fulltime			Part-time		
	Compensated			Not Compensated Number	Compensated			Not Compensated Number	Compensated			Compensated		
Item	Number	Compensation	Average		Number	Compensation	Average		Number	Compensation	Average	Number	Compensation	Average
Executives:														
General managerial	719	$78,901	$109.74	49	127	$8,090	$63.70	33	26	$9,925	$381.73	..	..	..
Technical	449	24,301	54.12	1	22	441	20.05	1	14	2,266	161.86	..	..	..
Program	359	20,253	56.42	3	8	214	26.75	4	20	3,714	185.70	..	..	..
Commercial	295	24,957	84.60	..	6	301	50.17	..	24	5,137	214.04	..	..	..
Publicity	86	4,827	56.13	1	5	172	34.40	3	12	1,725	143.75	..	..	..
Miscellaneous	74	4,728	63.89	6	25	995	39.80	6	10	1,665	166.50	..	..	..
Total executives	**1,982**	**157,967**	**79.70**	**60**	**193**	**10,213**	**52.92**	**47**	**106**	**24,432**	**230.49**	..	..	
Employes (other than executive):														
Technical:														
Research and development	111	5,995	54.01	..	3	41	13.67	1	60	3,950	65.83	..	..	..
Operating	3,035	117,897	38.85	1	122	1,275	10.45	14	485	32,147	66.28	..	..	..
Miscellaneous	150	3,559	23.73	1	23	218	9.48	3	32	875	27.34	..	..	..
Program:														
Production	505	19,693	39.00	2	30	355	11.83	8	401	22,402	55.87	..	..	..
Writers	556	18,049	32.46	5	38	680	17.89	19	77	4,369	56.74	1	$27	$27.00
Announcers	2,247	73,083	32.52	3	196	2,664	13.59	34	125	8,192	65.54	..	..	..
Staff musicians	1,871	88,930	47.53	9	897	15,539	17.32	35	387	48,725	125.90	20	712	35.60
Other artists	737	33,772	45.82	44	1,454	26,322	18.10	95	370	19,777	53.45	476	27,611	58.01
Miscellaneous	445	12,960	29.12	15	135	1,296	9.60	83	310	13,260	42.77	..	..	..
Commercial:														
Outside salesmen	1,436	69,648	48.50	4	34	561	16.50	9	121	14,669	121.23	..	..	..
Promotion and merchandising	201	8,465	42.11	1	6	65	10.83	1	184	8,794	47.79	..	..	..
Miscellaneous	140	3,983	28.45	1	33	258	7.82	..	197	7,264	36.87	..	..	..
General and administrative:														
Accounting	456	13,847	30.37	5	80	1,050	13.13	15	148	6,341	42.84	..	..	..
Clerical	635	12,924	20.35	1	49	471	9.61	4	100	2,556	25.56	..	..	..
Stenographic	862	18,730	21.73	3	34	316	9.29	7	138	3,630	26.30	1	7	7.00
Miscellaneous	516	11,101	21.51	1	108	678	6.28	7	441	12,353	28.01	4	20	5.00
Miscellaneous	215	4,625	21.51	..	71	524	7.38	..	91	4,089	44.93	6	44	7.33
Total employes	**14,118**	**517,261**	**36.64**	**96**	**3,313**	**52,313**	**15.79**	**335**	**3,667**	**213,393**	**58.19**	**508**	**28,421**	**55.95**
Total executives and employes	**16,100**	**675,228**	**41.94**	**156**	**3,506**	**62,526**	**17.83**	**382**	**3,773**	**237,825**	**63.03**	**508**	**28,421**	**55.95**

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BOTH STATIONS 5000 WATTS FULLTIME

FCC REPORT ON 1939 BROADCAST INCOME OF STATIONS

By Class and Network Affiliation

	Clear Channel				Regional			Local		
	50,000 Watts		5,000 to 25,000 Watts							
Item (1)	Unlimited[4] (2)	Part-time (3)	Unlimited[3] (4)	Part-time[4] (5)	Unlimited (6)	Limited and Day (7)	Part-time (8)	Unlimited (9)	Day and Part-time (10)	Total (11)
Stations Serving as Outlets for Major Networks										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	19	5	174	14	12	96	4	361
Revenues from the sale of station time:										
To major networks	$10,170,247	$366,140	$1,532,042	$62,155	$9,382,520	$57,364	$449,500	$476,318	$4,655	$22,500,941
To regional networks	46,977	10,020	32,638	....	860,152	9,279	8,445	127,765	12,674	1,107,950
To other networks	18,778	29,338	6,854	5,965	153,869	18,117	6,123	21,708	210	260,962
To stations	65,131	....	18,905	....	92,583	....	....	19,625	....	196,244
Total sale of chain broadcast time	10,301,133	405,498	1,590,439	68,120	10,489,124	84,760	464,068	645,416	17,539	24,066,097
To national and regional users	12,981,329	1,116,162	1,787,769	341,201	9,948,002	209,775	462,153	750,491	20,647	27,617,529
To local users Sale of other station time	4,149,408	181,709	1,426,536	226,337	13,331,992	844,497	588,300	4,200,298	118,831	25,067,908
Total sale of local broadcast time	17,130,737	1,297,871	3,214,305	567,538	23,279,994	1,054,272	1,050,453	4,950,789	139,478	52,685,437
Total sale of station time	27,431,870	1,703,369	4,804,744	635,658	33,769,118	1,139,032	1,514,521	5,596,205	157,017	76,751,534
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	252,454	678	24,983	857	311,613	18,288	18,726	69,501	4,687	701,787
Commissions to regularly established agencies	2,407,758	90,483	382,314	45,123	2,241,818	66,558	80,754	130,909	2,667	5,448,384
Commissions to representatives and brokers	572,078	62,193	125,716	21,334	866,566	14,059	45,353	61,988	468	1,769,755
Total deductions from sale of station time	3,232,290	153,354	533,013	67,314	3,419,997	98,905	144,833	262,398	7,822	7,919,926
Balance, net time sales	24,199,580	1,550,015	4,271,731	568,344	30,349,121	1,040,127	1,369,688	5,333,807	149,195	68,831,608
Revenues from incidental broadcast activities:										
Talent:										
Sales	1,916,619	160,329	152,628	36,733	1,531,452	53,303	56,169	75,850	....	3,983,083
Commissions, fees, and profits from obtaining or placing talent	87,405	....	2,396	....	9,645	317	838	6,375	....	106,976
Sundry broadcast revenues	851,542	47,893	111,989	22,318	858,461	6,327	34,661	129,777	....	2,062,968
Total revenues from incidental broadcast activities	2,855,566	208,222	267,013	59,051	2,399,558	59,947	91,668	212,002	....	6,153,027
Total broadcast revenues	27,055,146	1,758,237	4,538,744	627,395	32,748,679	1,100,074	1,461,356	5,545,809	149,195	74,984,635
Expenses:										
Technical	3,485,524	209,341	740,522	100,100	4,148,281	157,742	179,084	774,116	23,738	9,818,448
Program	7,377,439	611,831	1,333,326	188,162	9,377,162	392,393	374,937	1,580,880	43,967	21,280,097
Sales, advertising, promotion, and publicity	1,740,220	143,735	439,680	69,696	3,493,978	163,523	183,337	772,541	23,946	7,030,656
General and administrative	5,076,862	391,999	1,249,371	180,106	9,314,993	326,486	427,615	1,848,388	40,923	18,856,743
Total broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	26,334,414	1,040,144	1,164,973	4,975,925	132,574	56,985,944
Broadcast service income	9,375,101	401,331	775,845	89,331	6,414,265	59,930	296,383	569,884	16,621	17,998,691
All commercial stations:										
Number of stations	33	4	19	5	177	14	16	125	4	397
Broadcast revenues	$27,055,146	$1,758,237	$4,538,744	$627,395	$32,814,648	$1,100,074	$1,520,084	$6,069,069	$149,195	$75,633,492
Broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	26,420,795	1,040,144	1,239,272	5,548,619	132,574	57,719,318
Broadcast service income	9,375,101	401,331	775,845	89,331	6,393,853	59,930	281,712	520,450	16,621	17,914,174
Stations Not Serving as Outlets for Major Networks[5]										
Stations with time sales of $25,000 or more:										
Number of stations	....	....	....	....	24	42	12	69	11	158
Revenues from the sale of station time:										
To major networks	....	....	....	....	....	....	....	....	....	....
To regional networks	....	....	....	....	$23,390	$7,904	....	....	....	$31,294
To other networks	....	....	....	....	384	....	....	$4,995	....	5,379
To stations	....	....	....	....	4,740	....	....	6,618	....	11,358
Total sale of chain broadcast time	....	....	....	....	28,514	7,904	....	11,613	....	48,031
To national and regional users	....	....	....	....	1,017,310	945,733	$410,946	444,776	$35,759	2,854,524
To local users Sale of other station time	....	....	....	....	2,149,442	2,213,373	1,303,468	3,352,405	504,371	9,523,059
Total sale of local broadcast time	....	....	....	....	3,166,752	3,159,106	1,714,414	3,797,181	540,130	12,377,583
Total sale of station time	....	....	....	....	3,195,266	3,167,010	1,714,414	3,808,794	540,130	12,425,614
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	....	....	....	....	32,701	47	1,873	7,151	....	41,772
Commissions to regularly established agencies	....	....	....	....	259,788	191,994	151,034	66,731	13,041	682,588
Commissions to representatives and brokers	....	....	....	....	49,172	66,633	17,674	92,791	458	226,728
Total deductions from sale of station time	....	....	....	....	431,661	258,674	170,581	166,673	13,499	951,088
Balance, net time sales	....	....	....	....	2,853,605	2,908,336	1,543,833	3,642,121	526,631	11,474,526
Revenues from incidental broadcast activities:										
Talent:										
Sales	....	....	....	....	365,721	99,308	44,250	29,388	2,469	541,136
Commissions, fees, and profits from obtaining or placing talent	....	....	....	....	782	529	1,462	490	23	3,286
Sundry broadcast revenues	....	....	....	....	111,698	55,808	33,868	60,002	880	262,256
Total revenues from incidental broadcast activities	....	....	....	....	478,201	155,645	79,580	89,880	3,372	806,678
Total broadcast revenues	....	....	....	....	3,331,806	3,063,981	1,623,413	3,732,001	530,003	12,281,204
Expenses:										
Technical	....	....	....	....	461,164	452,037	242,939	531,242	91,512	1,778,894
Program	....	....	....	....	1,304,801	989,249	516,090	1,262,669	156,573	4,229,382
Sales, advertising, promotion, and publicity	....	....	....	....	462,493	468,336	250,475	508,386	95,359	1,785,049
General and administrative	....	....	....	....	1,137,663	988,992	532,555	1,285,708	150,008	4,094,926
Total broadcast expenses	....	....	....	....	3,366,121	2,898,614	1,542,059	3,588,005	493,452	11,888,251
Broadcast service income	....	....	....	....	d 34,315	165,367	81,354	143,996	36,551	392,953
All commercial stations:										
Number of stations	....	....	....	....	29	59	16	164	40	308
Broadcast revenues	....	....	....	....	$3,422,784	$3,302,609	$1,688,854	$5,040,288	$902,619	$14,357,154
Broadcast expenses	....	....	....	....	3,449,286	3,198,224	1,617,056	4,940,070	859,976	14,064,612
Broadcast service income	....	....	....	....	d 26,502	104,385	71,798	100,218	42,643	292,542

(Continued on next page)

FCC REPORT ON 1939 BROADCAST INCOME OF STATIONS

By Class and Network Affiliation

(Continued from preceding page)

Item (1)	Clear Channel				Regional			Local		
	50,000 Watts		5 000 to 25,000 Watts							
	Unlimited[4] (2)	Part-time (3)	Unlimited[3] (4)	Part-time[4] (5)	Unlimited (6)	Limited and Day (7)	Part-time (8)	Unlimited (9)	Day and Part-time (10)	Total (11)
All Commercial Stations										
Stations with time sales of $25,000 or more:										
Number of stations	33	4	19	5	198	56	24	165	15	519
Revenues from the sale of station time:										
To major networks	$10,170,247	$366,140	$1,532,042	$62,155	$9,382,520	$57,364	$449,500	$476,318	$4,655	$22,500,941
To regional networks	46,977	10,020	32,638	....	883,542	17,183	8,445	127,765	12,674	1,139,244
To other networks	18,778	29,338	6,854	5,965	154,253	18,117	6,123	26,703	210	266,341
To stations	65,131	....	18,905	....	97,323	....	....	26,243	....	207,602
Total sale of chain broadcast time	10,301,133	405,498	1,590,439	68,120	10,517,638	92,664	464,068	657,029	17,539	24,114,128
To national and regional users	12,981,329	1,116,162	1,787,769	341,201	10,965,312	1,155,508	873,099	1,195,267	56,406	30,472,053
To local users Sale of other station time	4,149,408	181,709	1,426,536	226,337	15,481,434	3,057,870	1,891,768	7,552,703	623,202	34,590,967
Total sale of local broadcast time	17,130,737	1,297,871	3,214,305	567,538	26,446,746	4,213,378	2,764,867	8,747,970	679,608	65,063,020
Total sale of station time	27,431,870	1,703,369	4,804,744	635,658	36,964,384	4,306,042	3,228,935	9,404,999	697,147	89,177,148
Deductions from the sale of station time:										
Payments to networks and stations (from sale of time)	252,454	678	24,983	857	344,314	18,335	20,599	76,652	4,687	743,559
Commissions to regularly established agencies	2,407,758	90,483	382,314	45,123	2,501,606	258,552	231,788	197,640	15,708	6,130,972
Commissions to representatives and brokers	572,078	62,193	125,716	21,334	915,738	80,692	63,027	154,779	926	1,996,483
Total deductions from sale of station time	3,232,290	153,354	533,013	67,314	3,761,658	357,579	315,414	429,071	21,321	8,871,014
Balance, net time sales	24,199,580	1,550,015	4,271,731	568,344	33,202,726	3,948,463	2,913,521	8,975,928	675,826	80,306,134
Revenues from incidental broadcast activities:										
Talent:										
Sales	1,916,619	160,329	152,628	36,733	1,897,173	152,611	100,419	105,238	2,469	4,524,219
Commissions, fees, and profits from obtaining or placing talent	87,405	....	2,396	....	10,427	846	2,300	6,865	23	110,262
Sundry broadcast revenues	851,542	47,893	111,989	22,318	970,159	62,135	68,529	189,779	880	2,325,224
Total revenues from incidental broadcast activities	2,855,566	208,222	267,013	59,051	2,877,759	215,592	171,248	301,882	3,372	6,959,705
Total broadcast revenues	27,055,146	1,758,237	4,538,744	627,395	36,080,485	4,164,055	3,084,769	9,277,810	679,198	87,265,839
Expenses:										
Technical	3,485,524	209,341	740,522	100,100	4,609,445	609,779	422,023	1,305,358	115,250	11,597,342
Program	7,377,439	611,831	1,333,326	188,162	10,681,963	1,381,642	891,027	2,843,549	200,540	25,509,479
Sales, advertising, promotion, and publicity	1,740,220	143,735	439,680	69,696	3,956,471	631,859	433,812	1,280,927	119,305	8,815,705
General and administrative	5,076,862	391,999	1,249,371	180,106	10,452,656	1,315,478	960,170	3,134,096	190,931	22,951,669
Total broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	29,700,535	3,938,758	2,707,032	8,563,930	626,026	68,874,195
Broadcast service income	9,375,101	401,331	775,845	89,331	6,379,950	225,297	377,737	713,880	53,172	18,391,644
All commercial stations:										
Number of stations	33	4	19	5	206	73	32	289	44	705
Broadcast revenues	$27,055,146	$1,758,237	$4,538,744	$627,095	$36,237,432	$4,402,683	$3,209,838	$11,109,357	$1,051,814	$89,990,646
Broadcast expenses	17,680,045	1,356,906	3,762,899	538,064	29,870,081	4,238,368	2,856,328	10,488,689	992,550	[6] 71,783,930
Broadcast service income	9,375,101	401,331	775,845	89,331	6,367,351	164,315	353,510	620,668	59,264	[6] 18,206,716

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d Deficit or other reverse item.

[1] Four frequencies designated as high power regional channels in 1938 were classified as clear channel, effective August 1, 1939.

[2] Includes data for one station which was classed in 1938 as high power regional. Also includes data for station WLW which was licensed to operate with a power of 500,000 watts until March 1, 1939.

[3] Includes data for seven stations which were classed in 1938 as high power regional.

[4] Includes data for one station which did not serve as an outlet for any network.

[5] Includes data for 11 stations serving as outlets for regional networks only.

[6] Includes $254,000 additional expenses with respect to certain responses in California.

Note A: The term "network served" means networks from which the stations received revenue during all or some part of the year 1939. Thus a station may be included in this classification but might not have been serving as an outlet for a network at the end of the year.

Note B: The term "part-time" as used in this table refers to share-time and specified-hour stations.

PAGE & DAVIS
Consulting Radio Engineers
WASHINGTON, D. C.

FCC REPORT ON 1939 INCOME ITEMS OF STATIONS SERVING AS OUTLETS FOR NATIONAL NETWORKS

(Including Network Managed and Operated Stations)

Item (Col. 1)	Network Operations (Col. 2)	Operations of 23 managed and operated stations[1]			Grand Total (Col. 6)
		9 Key Stations (Col. 3)	14 Non-key Stations[2] (Col. 4)	Total 23 Stations (Col. 5)	
A. REVENUE FROM THE SALE OF STATION TIME:					
(1) Network—					
Sale of station time to networks and stations					
Sale of station time to major networks	....	$3,042,839	[3]$2,748,191	$5,791,030	$5,791,030
Total sale of station network time	....	3,042,839	2,748,191	5,791,030	5,791,030
(2) Non-network (before commissions)—					
Sale of station time to advertisers or sponsors (including their agencies)					
Sale of station time to national and regional advertisers or sponsors	....	2,226,734	3,440,371	5,667,105	5,667,105
Sale of station time to local advertisers or sponsors	....	1,484,165	1,547,052	3,031,217	3,031,217
Total sale of station non-network time	....	3,710,899	4,987,423	8,698,322	8,698,322
Total sale of station time	....	6,753,738	7,735,614	14,489,352	14,489,352
REVENUE FROM THE SALE OF NETWORK TIME					
(3) Network—					
Sale of network time to advertisers	$61,599,851	....	....	....	61,599,851
Sale of other network time	1,021,838	....	....	....	1,021,838
Total sale of network time	62,621,689	....	....	....	62,621,689
Total sale of station and network time	62,621,689	6,753,738	7,735,614	14,489,352	77,111,041
(4) Deduct:					
Participation by others in revenue from sale of station and network time					
a. Portion of sales of network time paid to managed and operated key stations	3,042,839	....	....	....	3,042,839
b. Portion of sales of network time paid to managed and operated non-key stations	2,746,025	....	....	....	2,746,025
c. Portion of sales of network and station time paid to other networks	921,068	....	5,451	5,451	926,519
d. Portion of sales of network time paid to independent stations	16,317,245	....	....	....	16,317,245
e. Portion of sales of network time paid to foreign and territorial stations and networks	784,882	....	....	....	784,882
f. Commission to regularly established agencies	9,277,959	532,388	683,391	1,215,779	10,493,738
g. Commission to representative, brokers and others	....	9,637	3,193	12,830	12,830
Total participation by others in revenue from sale of station and network time	33,090,018	542,025	692,035	1,234,060	34,324,078
Balance, amount retained from sale of station and network time	29,531,671	6,211,713	7,043,579	13,255,292	42,786,963
B. REVENUE FROM INCIDENTAL BROADCAST ACTIVITIES (after deduction for commissions):					
Talent:					
Sale of talent under contract to, and in the pay of, the respondent	1,150,928	515,962	363,573	879,535	2,030,463
Commissions, fees, and profits from obtaining or placing talent	1,009,260	805	26,722	27,527	1,036,787
Furnishing manuscript, transcription, production, or other program material or service	925,754	179,939	110,871	....	....
Studio tours, parking, and concessions	284,628	22,679	....	22,679	307,307
Revenue from remote broadcast facilities and other wire services	663,434	52,781	54,444	107,225	770,659
Other revenue from incidental broadcast activities (including studio facilities, special departments, and services not shown above)	325,543	22,594	15,788	38,382	363,925
Total revenue from incidental broadcast activities	4,359,547	794,760	571,398	1,366,158	5,725,705
Total broadcast revenue	33,891,218	7,006,473	7,614,977	14,621,450	48,512,668
C. EXPENSES					
(1) Technical expenses:					
Salaries and wages (including supervision)	1,942,131	553,473	645,099	1,198,572	3,140,703
Repairs of technical equipment (including supplies, tubes, and similar items)	249,436	127,597	102,522	230,119	479,555
Cost of power (including rent for power lines)	91,237	156,708	127,751	284,459	375,696
Other technical expenses (including transmitter line)	163,807	39,734	34,885	74,619	238,426
Total technical expenses	2,446,611	877,512	910,257	1,787,769	4,234,380
(2) Program expenses:					
Salaries and wages of program department (including supervision, but exclusive of payments to musicians, artists, and other talent)	2,382,846	307,434	473,916	781,350	3,164,196
Talent expenses (including musicians, artists, and other talent)	5,376,229	689,706	934,198	1,623,904	7,000,133
Royalties and license fees relating to program material	519,857	66,990	421,635	488,625	1,008,482
Cost of wire services, exclusive of transmitter line	5,145,223	650,367	80,291	730,658	5,875,881
Other expenses directly related to programs	1,045,613	130,966	107,872	238,838	1,284,451
Total program expenses	14,469,768	1,845,463	2,017,912	3,863,375	18,333,143
(3) Sales, advertising, promotion, and publicity expenses:					
Salaries, wages, and commissions to staff salesman (including supervision)	2,041,013	258,065	284,329	542,394	2,583,407
Advertising and promotional expense, exclusive of salaries and wages	779,235	101,258	111,793	213,051	992,286
Other expenses directly related to sales, advertising, and promotion	490,995	60,057	175,975	236,032	726,987
Total sales, advertising, promotion, and publicity expenses	3,311,203	419,380	572,097	991,477	4,302,680
Total direct expenses	20,227,582	3,142,355	3,500,266	6,642,621	26,870,203
(4) General and administrative expenses:					
Salaries and wages	2,041,351	260,219	386,801	647,020	2,698,371
Legal services, exclusive of salaries	151,793	20,042	4,609	24,651	176,444
Insurance expense	89,694	11,776	21,142	32,918	122,612
Experimental and development expenses	89,689	11,271	....	11,271	100,960
Supplies and services for general office	310,421	40,735	83,125	123,860	434,281
Other general and administrative expenses	1,618,522	203,213	39,203	242,416	1,860,938
Depreciation and amortization of broadcast investments	804,747	152,960	207,034	359,994	1,164,741
Rent paid for use of broadcast property	1,956,696	287,621	527,375	814,996	2,771,692
Taxes (other than Federal income taxes)	948,423	134,105	154,547	288,652	1,237,075
Losses on notes, accounts, and other amounts receivable—broadcast	11,072	1,479	2,648	4,127	15,199
Total general and administrative expenses	8,032,408	1,123,421	1,426,484	2,549,905	10,583,313
Total broadcast expenses of networks and their managed and operated stations	28,259,990	4,265,776	4,926,750	9,192,526	37,452,516
Broadcast service income	5,631,228	2,740,697	2,688,227	5,428,924	11,060,152
Add:					
Sundry broadcast income					185,454
Total broadcast service income					11,245,606
Deduct:					
Sundry deductions from broadcast income					53,617
Net broadcast service income					11,191,989
Add:					
Net amount of income from all sources not associated with broadcasting					d72,976
Total net income for the period before Federal income taxes					11,226,247
Deduct:					
Federal income taxes					1,805,157
Net income for the period					$9,313,856

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d Deficit or other reverse item.

[1] Stations managed and operated by networks, including those licensed to others but managed by networks as to programs, time, or sales.

[2] One station less after November 27, 1939.

[3] Differ by amount received from Mutual by a Columbia station.

Analysis of 1939 Broadcast Station Revenues by

		Network			Non-network		
Broadcast Region and State (1)	No. of Stations (2)	To Major Networks (3)	To Regional Networks (4)	To other Networks and Stations (5)	To National and Regional Users (6)	To Local Users (7)	Tota (8)
NORTHERN DISTRICT							
Northeastern region:							
Connecticut	9	$378,514	$97,321	....	$375,700	$461,076	$1,312,611
Delaware Maryland	8	513,712	....	$4,505	387,853	787,236	1,693,306
Maine	5	158,130	40,001	....	92,732	199,570	490,433
Massachusetts	19	926,915	201,575	....	920,692	1,322,719	3,371,901
New Hampshire Vermont	4	1,377	14,538	....	28,726	128,627	173,268
New Jersey	5	479,541	....	....	2,250,308	628,876	3,358,725
New York	37	2,957,552	1,939	29,843	3,562,460	3,449,331	10,001,125
Pennsylvania	31	1,466,057	22,684	75,828	2,334,539	2,337,245	6,236,353
Rhode Island	3	270,896	60,385	....	134,651	256,406	722,338
District of Columbia	4	360,480	3,642	....	365,786	503,092	1,233,000
Total, Northeastern region	125	7,513,174	442,085	110,176	10,453,447	10,074,178	28,593,060
Great Lakes region:							
Illinois	28	1,231,538	11,498	900	3,058,186	2,217,899	6,520,021
Indiana	16	288,308	....	1,798	506,475	886,666	1,683,247
Kentucky	6	394,926	....	11,725	348,017	370,483	1,125,151
Michigan	17	980,084	67,607	....	1,241,946	1,689,236	3,978,873
Ohio	23	2,738,996	....	15,970	2,490,409	1,710,831	6,956,206
West Virginia	8	71,510	....	....	290,135	432,527	794,172
Wisconsin	12	208,436	....	3,744	553,636	738,457	1,504,273
Total, Great Lakes region	110	5,913,798	79,105	34,137	8,488,804	8,046,099	22,561,943
Midwest region:							
Iowa	11	491,346	....	4,323	883,349	602,084	1,981,102
Kansas	9	146,270	....	....	309,746	328,094	784,110
Minnesota	14	509,882	5,609	35,866	824,505	1,043,200	2,419,062
Missouri	17	1,047,727	....	4,265	1,346,317	1,260,374	3,658,683
Nebraska	7	421,338	....	....	442,972	322,218	1,186,528
North Dakota South Dakota	6	107,302	9,334	18,758	294,344	235,424	665,162
Total, Midwest region	64	2,723,865	14,943	63,212	4,101,233	3,791,394	10,694,647
Total, Northern District	299	16,150,837	536,133	207,525	23,043,484	21,911,671	61,849,650
SOUTHERN DISTRICT							
Southeastern region:							
Alabama	6	143,121	....	754	164,326	349,532	657,733
Arkansas Mississippi	6	129,195	884	11,335	135,984	195,883	473,281
Florida	11	380,905	....	870	285,773	648,479	1,313,027
Georgia	9	291,580	....	3,013	370,415	486,976	1,151,984
Louisiana	11	359,622	....	33,984	416,250	575,556	1,385,412
North Carolina	11	219,666	....	1,946	548,980	478,744	1,249,336
South Carolina	4	25,810	....	....	149,287	146,170	321,267
Tennessee	14	467,184	1,126	1,137	578,157	819,751	1,867,355
Virginia	11	308,909	....	1,095	353,252	482,156	1,145,412
Total, Southeastern region	83	2,325,992	2,010	54,134	3,002,424	4,183,247	9,567,807
South Central region:							
Oklahoma	8	395,427	....	196	383,317	488,939	1,267,879
Texas	30	839,291	113,986	129,867	1,270,015	1,737,750	4,090,909
Total, South Central region	38	1,234,718	113,986	130,063	1,653,332	2,226,689	5,358,788
Total, Southern District	121	3,560,710	115,996	184,197	4,655,756	6,409,936	14,926,595
WESTERN DISTRICT							
Mountain region:							
Arizona	4	61,198	2,216	70,955	28,576	198,972	361,917
Colorado	7	317,694	....	7,956	273,531	487,347	1,086,528
Wyoming	....	....	....	....	....	....	....
Idaho	5	9,071	....	....	55,436	143,250	207,757
Montana	4	28,447	....	....	104,329	188,587	321,363
Nevada New Mexico	3	3,096	....	....	35,241	124,648	162,985
Utah	4	291,658	....	900	221,123	298,210	811,891
Total, Mountain region	27	711,164	2,216	79,811	718,236	1,441,014	2,952,441
Pacific region:							
California	45	1,266,993	456,297	823	1,460,564	3,540,278	6,724,955
Oregon	10	310,044	16,062	....	240,279	487,888	1,054,273
Washington	17	501,193	12,540	1,587	353,734	800,180	1,669,234
Total, Pacific region	72	2,078,230	484,899	2,410	2,054,577	4,828,346	9,448,462
Total, Western District	99	2,789,394	487,115	82,221	2,772,813	6,269,360	12,400,903
Total, United States	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

WTSP
The Sunshine Station

WTSP goes from 250 to 500 and 1,000 watts about Feb. 1, 1941.

adequate ....

NO SUN ... *NO PAY!*

The St. Petersburg Evening Independent makes no circulation charge when the sun fails to shine by presstime. WTSP will make no charge for national advertising spots on those exceptional days when the sun fails to shine on Tampa bay

Regions and States: FCC Report Covering 705 Stations

Deductions from the Sale of Station Time		Revenues from Incidental Broadcast Activities									
		Talent									
Payments to Networks and Stations (from Sale of Time)	Commissions to Regularly Established Agencies, Representative, Broker, and Others	Sales	Commissions, Fees, and Profits from Obtaining or Placing Talent	Sunday Broadcast Revenue	Total Broadcast Revenue	Total Broadcast Expenses	Broadcast Service Income	No. of Stations	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income
(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
....	$113,934	$33,670	$2,134	$23,176	$1,257,657	$1,142,811	$114,846	9	$1,257,657	$1,142,811	$114,846
....	202,357	27,966	....	23,369	1,542,284	1,033,632	508,652	9	1,565,168	1,047,116	518,052
....	25,797	2,190	3,232	12,583	482,641	371,091	111,550	7	515,537	407,746	107,791
$1,348	280,589	37,850	6,778	66,927	3,201,519	2,709,548	491,971	20	3,203,734	2,712,812	490,922
19	6,695	3,292	....	10,818	180,664	160,833	19,831	8	247,824	246,506	1,318
237,202	545,588	323,189	48,319	192,799	3,140,242	2,311,574	828,668	10	3,224,278	2,406,300	817,978
68,544	865,038	376,812	4,338	213,569	9,662,262	7,802,175	1,860,087	44	9,724,885	7,882,058	1,842,827
25,386	565,888	94,816	12,875	182,937	5,935,707	4,185,305	1,750,402	36	6,027,742	4,285,864	1,741,878
....	63,885	280	45	4,915	663,693	459,124	204,569	3	663,693	459,124	204,569
....	140,493	21,610	1	6,424	1,120,542	978,757	141,785	4	1,120,542	978,757	141,785
332,499	2,810,264	921,675	77,722	737,517	27,187,211	21,154,850	6,032,361	150	27,551,060	21,569,094	5,981,966
4,742	564,549	618,976	1,390	140,127	6,711,223	5,475,532	1,235,691	31	6,762,398	5,546,967	1,215,431
55	99,951	23,813	60	36,124	1,643,238	1,394,000	249,238	18	1,662,387	1,411,298	251,089
3,535	100,290	47,318	....	31,063	1,099,707	795,187	304,520	6	1,099,707	795,187	304,520
85,440	482,969	524,290	....	93,590	4,028,344	3,179,298	849,046	19	4,102,011	3,241,959	860,052
115,607	577,202	472,163	1,761	56,723	6,794,044	4,998,664	1,795,380	26	6,843,375	5,055,943	1,787,432
....	77,736	31,324	20	47,336	795,116	645,733	149,383	9	812,841	664,456	148,385
....	141,365	51,943	....	35,279	1,450,130	1,238,594	211,536	18	1,510,832	1,309,538	201,294
209,379	2,044,062	1,769,827	3,231	440,242	22,521,802	17,727,008	4,794,794	127	22,793,551	18,025,348	4,768,203
....	213,630	103,253	....	66,076	1,936,801	1,519,993	416,808	12	1,451,599	1,538,430	413,169
18,726	62,894	33,672	....	19,457	755,619	702,298	53,321	15	861,981	820,474	41,507
36,570	216,116	82,731	14,968	43,829	2,307,904	1,766,059	541,845	16	2,335,761	1,800,214	535,547
1,284	320,522	321,620	1,056	99,417	3,758,970	3,023,397	735,573	20	3,799,677	3,071,873	727,804
3,482	117,643	42,222	....	30,029	1,137,654	949,887	187,767	10	1,191,183	1,008,868	182,315
1,509	83,442	6,689	183	3,023	590,106	515,655	74,451	14	690,779	635,587	55,192
61,571	1,014,247	590,187	16,207	261,831	10,487,054	8,477,289	2,009,765	87	10,330,980	8,875,446	1,455,534
603,449	5,868,573	3,281,689	97,160	1,439,590	60,196,067	47,359,147	12,836,920	364	60,675,591	48,469,888	12,205,703
360	42,081	28,249	....	21,216	664,757	490,977	173,780	15	797,927	612,930	184,997
2,802	33,741	14,806	....	17,994	469,538	351,371	118,167	19	640,538	535,481	105,057
15,000	48,832	3,276	934	16,875	1,273,280	942,070	331,210	19	1,351,679	1,055,753	295,926
5,200	135,988	9,402	....	12,009	1,032,207	752,437	279,770	15	1,108,928	827,398	281,530
15,090	118,385	27,652	1,131	10,836	1,291,556	1,017,132	274,424	13	1,326,141	1,043,912	282,229
1,263	105,315	55,089	1,922	25,556	1,225,325	958,363	266,962	19	1,357,149	1,080,977	276,172
....	21,133	18,515	....	3,201	321,850	289,680	32,170	7	363,231	337,863	25,368
7,087	125,150	53,172	7,458	23,074	1,818,822	1,494,869	323,953	14	1,818,822	1,494,869	323,953
1,374	82,462	25,715	360	93,283	1,180,934	971,352	209,582	12	1,186,446	976,781	209,665
48,176	713,087	235,876	11,805	224,044	9,278,269	7,268,251	2,010,018	133	9,950,861	7,965,964	1,984,897
17,569	106,045	39,842	388	36,844	1,221,339	1,003,461	217,878	15	1,331,370	1,132,242	199,128
26,221	418,965	121,771	284	109,667	3,877,445	2,861,966	1,015,479	48	4,174,366	3,189,141	985,225
43,790	525,010	161,613	672	146,511	5,098,784	3,865,427	1,233,357	63	5,505,736	4,321,383	1,184,353
91,966	1,238,097	397,489	12,477	370,555	14,377,053	11,133,678	3,243,375	196	15,456,597	12,287,347	3,169,250
20,618	14,911	12,568	....	19,880	358,836	328,076	30,760	8	415,960	368,355	47,605
3,858	98,866	41,977	545	29,847	1,056,173	965,548	90,625	13	1,111,655	1,026,189	85,466
....	....	....	....	....	....	....	....	3	65,413	57,432	7,981
....	8,674	....	....	1,829	200,912	182,776	18,136	6	222,372	203,920	18,452
....	13,355	2,003	....	36,202	347,123	294,710	52,413	8	408,381	345,964	62,417
....	8,136	566	....	21,764	177,179	167,722	9,457	9	259,017	247,575	11,442
100	67,850	4,982	....	17,070	765,993	658,855	107,138	8	815,532	705,925	109,607
24,576	211,792	63,006	545	126,592	2,906,216	2,597,687	308,529	55	3,298,330	2,955,360	342,970
22,965	645,251	615,423	80	256,154	6,928,396	5,535,924	1,392,472	51	7,029,388	5,642,040	1,387,348
....	59,195	42,203	....	41,263	1,078,544	778,378	300,166	16	1,160,568	870,175	290,393
603	104,547	124,409	....	91,070	1,779,563	1,469,381	310,182	23	1,870,172	1,559,120	311,052
23,568	808,993	782,035	80	388,487	9,786,503	7,783,683	2,002,820	90	10,060,128	8,071,335	1,988,793
48,144	1,020,785	845,041	625	515,079	12,692,719	10,381,370	2,311,349	145	13,358,458	11,026,695	2,331,763
743,559	8,127,455	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,490,646	71,783,930	18,206,716

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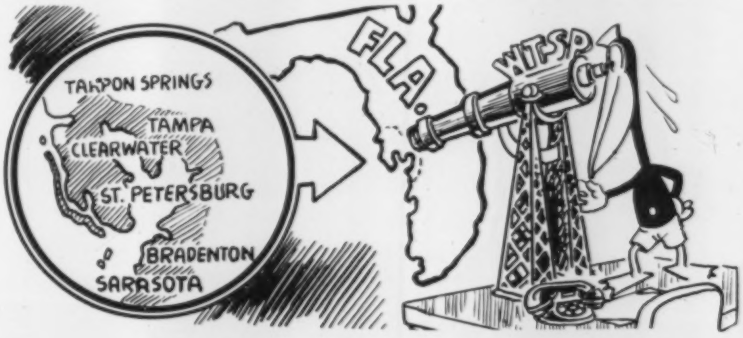

Broadcast Station Income by Community Size

(FCC Compilation Based on Reports

		Stations with Tim					
		Revenue from the Sale of Station Time					
		Network			Non-network		
Item	Number of Stations	To Major Networks	To Regional Networks	To Other Networks and Stations	To National and Regional Users	To Local Users	Total
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)
Metropolitan districts:							
2,000,000 or over (Pop.):							
Communities with 9 or more stations	67	$5,398,935	$364,642	$3,835	$9,780,679	$8,334,471	$23,882,562
Communities with 6 stations	6	940,892	....	....	1,177,773	1,123,966	3,242,631
Total	73	6,339,827	364,642	3,835	10,958,452	9,458,437	27,125,193
1,000,000 to 2,000,000 (Pop.):							
Communities with 9 or more stations	10	411,247	100,654	384	535,557	728,214	1,776,056
Communities with 7 stations	7	581,427	....	....	715,880	828,873	2,126,180
Communities with 5 stations	5	582,653	277	52,579	877,410	664,432	2,177,351
Communities with 4 stations	4	735,454	....	....	594,513	515,371	1,845,338
Total	26	2,310,781	100,931	52,963	2,723,360	2,736,890	7,924,925
500,000 to 1,000,000 (Pop.):							
Communities with 6 stations	6	465,558	....	4,265	474,266	272,916	1,217,005
Communities with 5 stations	20	2,722,472	81,419	51,710	2,558,470	1,852,094	7,266,165
Communities with 4 stations	8	807,813	3,642	4,095	689,515	1,162,667	2,667,732
Communities with 3 stations	6	238,319	5,173	6,123	551,721	526,516	1,327,852
Total	40	4,234,162	90,234	66,193	4,273,972	3,814,193	12,478,754
250,000 to 500,000 (Pop.):							
Communities with 7 stations	6	235,362	12,431	....	193,496	275,354	716,643
Communities with 6 stations	5	309,365	16,062	....	229,814	298,734	853,975
Communities with 5 stations	9	479,717	....	84,414	487,801	649,084	1,701,016
Communities with 4 stations	19	1,469,972	58,478	23,901	1,494,136	1,309,677	4,356,164
Communities with 3 stations	25	1,970,983	36,575	83,503	2,186,604	1,787,345	6,065,010
Communities with 1 or 2 stations	16	505,501	61,692	....	594,057	958,232	2,119,482
Total	80	4,970,900	185,238	191,818	5,185,908	5,278,426	15,812,290
100,000 to 250,000 (Pop.):							
Communities with 4 stations	14	762,584	....	1,578	578,059	655,918	1,998,139
Communities with 3 stations	20	1,433,453	20,389	878	1,646,068	1,433,118	4,533,906
Communities with 2 stations	36	900,579	65,062	20,455	994,819	1,837,924	3,818,839
Communities with 1 station	19	256,520	50,180	2,808	659,019	1,144,509	2,113,036
Total	89	3,353,136	135,631	25,719	3,877,965	5,071,469	12,463,920
Places not in metropolitan districts:							
50,000 to 100,000 (Pop.):							
Communities with 3 stations	3	89,714	....	600	120,340	99,112	309,766
Communities with 2 stations	24	597,998	45,394	59,734	851,169	1,250,204	2,804,499
Communities with 1 station	21	137,588	50,704	5,124	510,133	1,139,433	1,842,982
Total	48	825,300	96,098	65,458	1,481,642	2,488,749	4,957,247
25,000 to 50,000 (Pop.):							
Communities with 2 stations	18	184,846	60,662	19,925	352,601	666,751	1,284,785
Communities with 1 station	56	126,258	58,867	10,227	593,142	2,177,123	2,965,617
Total	74	311,104	119,529	30,152	945,743	2,843,874	4,250,402
10,000 to 25,000 (Pop.):							
Communities with 1 station	68	97,632	43,678	15,364	668,764	2,277,283	3,102,721
5,000 to 10,000 (Pop.):							
Communities with 1 or 2 stations	16	56,859	3,263	22,441	328,776	439,894	851,233
Less than 5,000 (Pop.):							
Communities with 1 station	5	1,240	....	....	27,471	181,752	210,463

Summary: By Number of

Item	Number of Stations	To Major Networks	To Regional Networks	To Other Networks and Stations	To National and Regional Users	To Local Users	Total
All communities:							
Communities with 9 or more stations	77	5,810,182	465,296	4,219	10,316,236	9,062,685	25,658,618
Communities with 7 stations	13	816,789	12,431	....	909,376	1,104,227	2,842,823
Communities with 6 stations	17	1,715,815	16,062	4,265	1,881,853	1,695,616	5,313,611
Communities with 5 stations	34	3,784,842	81,696	188,703	3,923,681	3,165,610	11,144,532
Communities with 4 stations	45	3,775,823	62,120	29,574	3,356,223	3,643,633	10,867,373
Communities with 3 stations	54	3,732,469	62,137	91,104	4,504,733	3,846,091	12,236,534
Communities with 2 stations[1]	94	2,188,924	232,810	100,114	2,792,646	4,713,111	10,027,605
Communities with 1 station[2]	185	676,097	206,692	55,964	2,787,305	7,359,994	11,086,052
Total	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

Summary: By Size

Item	Number of Stations	To Major Networks	To Regional Networks	To Other Networks and Stations	To National and Regional Users	To Local Users	Total
All size groups:							
2,000,000 or over (Pop.)	73	6,339,827	364,642	3,835	10,958,452	9,458,437	27,125,193
1,000,000 to 2,000,000 (Pop.)	26	2,310,781	100,931	52,963	2,723,360	2,736,890	7,924,925
500,000 to 1,000,000 (Pop.)	40	4,234,162	90,234	66,193	4,273,972	3,814,193	12,478,754
250,000 to 500,000 (Pop.)	80	4,970,900	185,238	191,818	5,185,908	5,278,426	15,812,290
100,000 to 250,000 (Pop.)	89	3,353,136	135,631	25,719	3,877,965	5,071,469	12,463,920
50,000 to 100,000 (Pop.)	48	825,300	96,098	65,458	1,481,642	2,488,749	4,957,247
25,000 to 50,000 (Pop.)	74	311,104	119,529	30,152	945,743	2,843,874	4,250,402
10,000 to 25,000 (Pop.)	68	97,632	43,678	15,364	668,764	2,277,283	3,102,721
5,000 to 10,000 (Pop.)	16	56,859	3,263	22,441	328,776	439,894	851,233
Less than 5,000 (Pop.)	5	1,240	....	....	27,471	181,752	210,463
Total	519	22,500,941	1,139,244	473,943	30,472,053	34,590,967	89,177,148

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[1] Includes data for one station which is the only station in the community.
[2] Includes data for two stations which are in communities with two stations.

and Number of Stations in Each Community

from 705 Stations at end of 1939)

Sales of $25,000 or More								All Commercial Stations			
Deductions from the Sale of Station Time		Revenues from Incidental Broadcast Activities									
		Talent									
Payments to Networks and Stations (from Sale of Time)	Commissions to Regularly Established Agencies, Representatives, Brokers, and Others	Sales	Commissions, Fees, and Profits from Obtaining or Placing Talent	Sundry Broadcast Revenues	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income	No. of Stations	Total Broadcast Revenues	Total Broadcast Expenses	Broadcast Service Income
(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
$274,436	$2,526,056	$1,776,015	$64,260	$807,351	$23,729,696	$18,683,389	$5,046,307	78	$23,893,280	$18,863,998	$5,029,282
81,240	448,744	510,383	....	81,226	3,304,256	2,537,998	766,258	6	3,304,256	2,537,998	766,258
355,676	2,974,800	2,286,398	64,260	888,577	27,033,952	21,221,387	5,812,565	84	27,197,536	21,401,996	5,795,540
....	201,469	40,210	....	32,317	1,647,114	1,583,395	63,719	11	1,674,239	1,606,547	67,692
1,027	198,283	183,233	365	58,312	2,168,780	1,823,287	345,493	7	2,168,780	1,823,287	345,493
7,482	218,670	70,079	5,548	99,984	2,126,810	1,235,194	891,616	5	2,126,810	1,235,194	891,616
100,454	157,843	78,731	1,593	21,325	1,688,690	1,193,733	494,957	4	1,688,690	1,193,733	494,957
108,963	776,265	372,253	7,506	211,938	7,631,394	5,835,609	1,795,785	27	7,658,519	5,858,761	1,799,758
1,284	83,947	135,647	317	44,600	1,312,338	983,837	328,501	6	1,312,338	983,837	328,501
34,890	733,814	501,433	15,013	58,777	7,072,684	5,083,208	1,989,476	20	7,072,684	5,083,208	1,989,476
....	339,563	49,576	1	25,099	2,402,845	1,817,380	585,465	8	2,402,845	1,817,380	585,465
17,904	149,055	47,702	....	39,891	1,248,486	968,101	280,385	6	1,248,486	968,101	280,385
54,078	1,306,379	734,358	15,331	168,367	12,036,353	8,852,526	3,183,827	40	12,036,353	8,852,526	3,183,827
....	64,020	56,857	....	79,161	788,641	642,048	146,593	7	796,198	649,734	146,464
....	57,011	41,162	....	40,399	878,525	608,868	269,657	6	896,332	641,352	254,980
13,135	162,443	28,831	1,415	10,171	1,565,855	1,159,973	405,882	10	1,576,185	1,172,926	403,259
3,725	423,687	97,202	5,029	62,230	4,093,213	3,108,770	984,443	20	4,093,926	3,114,631	979,295
23,395	527,252	239,846	60	128,807	5,883,076	4,228,204	1,654,872	27	5,910,761	4,257,716	1,653,045
....	92,990	33,596	798	38,971	2,099,857	1,602,898	496,959	17	2,121,758	1,631,561	490,197
40,255	1,327,403	497,494	7,302	359,739	15,309,167	11,350,761	3,958,406	87	15,395,160	11,467,920	3,927,240
18,943	153,601	117,949	1,198	103,468	2,048,210	1,633,611	414,599	16	2,072,512	1,657,903	414,609
5,762	406,061	107,378	6,629	113,800	4,349,890	3,389,158	960,732	21	4,368,127	3,406,342	961,785
37,808	277,031	88,458	1,313	80,048	3,673,819	3,136,964	536,855	38	3,721,244	3,174,130	547,114
24,574	156,753	62,692	516	77,701	2,072,618	1,880,036	192,582	21	2,090,093	1,902,379	187,714
87,087	993,446	376,477	9,656	375,017	12,144,537	10,039,769	2,104,768	96	12,251,976	10,140,754	2,111,222
11,121	31,216	5,618	....	8,157	281,204	240,051	41,153	3	281,204	240,051	41,153
28,232	210,234	83,480	1,702	66,880	2,718,095	2,164,996	553,099	32	2,808,236	2,275,775	532,461
24,628	101,011	68,410	3,232	22,536	1,811,521	1,539,444	272,077	23	1,885,474	1,611,073	274,401
63,981	342,461	157,508	4,934	97,573	4,810,820	3,944,491	866,329	58	4,974,914	4,126,899	848,015
5,659	86,869	38,009	220	34,721	1,265,207	1,091,868	173,339	22	1,330,243	1,177,894	152,349
6,418	134,577	23,159	557	99,267	2,947,605	2,712,670	234,935	75	3,247,046	3,078,720	168,326
12,077	221,446	61,168	777	133,988	4,212,812	3,804,538	408,274	97	4,577,289	4,256,614	320,675
17,569	116,146	24,655	287	55,775	3,049,723	2,816,018	233,705	140	4,187,083	4,013,573	173,510
7,252	57,781	10,076	100	11,526	807,902	798,484	9,418	55	1,289,278	1,270,358	18,920
....	7,949	3,832	109	22,724	229,179	210,612	18,567	21	422,538	394,530	28,008

Stations in the Community

(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
274,436	2,727,525	1,816,225	64,260	839,668	25,376,810	20,266,784	5,110,026	89	25,567,519	20,470,545	5,096,974
1,027	262,303	240,090	365	137,473	2,957,421	2,465,335	492,086	14	2,964,978	2,473,021	491,957
82,524	589,702	687,192	317	166,225	5,495,119	4,130,703	1,364,416	18	5,512,926	4,163,187	1,349,739
55,507	1,114,927	600,343	21,976	168,932	10,765,349	7,478,375	3,286,974	35	10,775,679	7,491,328	3,284,351
123,122	1,074,694	343,458	7,821	212,122	10,232,958	7,753,494	2,479,464	48	10,257,973	7,783,647	2,474,326
58,182	1,113,584	400,544	6,689	290,655	11,762,656	8,825,514	2,937,142	57	11,808,578	8,872,210	2,936,368
71,699	667,124	243,543	4,033	220,620	9,756,978	7,996,726	1,760,252	109	9,981,481	8,259,360	1,722,121
80,441	574,217	192,824	4,801	289,529	10,918,548	9,957,264	961,284	335	13,121,512	12,270,633	850,879
746,938	8,124,076	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,990,646	71,783,931	18,206,715

of Community

(9)	(10)	(11)	(12)	(13)	(14)	(15)	(16)	(17)	(18)	(19)	(20)
355,676	2,974,800	2,286,398	64,260	888,577	27,033,952	21,221,387	5,812,565	84	27,197,536	21,401,996	5,795,540
108,963	776,265	372,253	7,506	211,938	7,631,394	5,835,609	1,795,785	27	7,658,519	5,858,761	1,799,758
54,078	1,306,379	734,358	15,331	168,367	12,036,353	8,852,526	3,183,827	40	12,036,353	8,852,526	3,183,827
40,255	1,327,403	497,494	7,302	359,739	15,309,167	11,350,761	3,958,406	87	15,395,160	11,467,920	3,927,240
87,087	993,446	376,477	9,656	375,017	12,144,537	10,039,769	2,104,768	96	12,251,976	10,140,754	2,111,222
63,981	342,461	157,508	4,934	97,573	4,810,820	3,944,491	866,329	58	4,974,914	4,126,899	848,015
12,077	221,446	61,168	777	133,988	4,212,812	3,804,538	408,274	97	4,577,289	4,256,614	320,675
17,569	116,146	24,655	287	55,775	3,049,723	2,816,018	233,705	140	4,187,083	4,013,573	173,510[1]
7,252	57,781	10,076	100	11,526	807,902	798,484	9,418	55	1,289,278	1,270,358	18,920
....	7,949	3,832	109	22,724	229,179	210,612	18,567	21	422,538	394,530	28,008
746,938	8,124,076	4,524,219	110,262	2,325,224	87,265,839	68,874,195	18,391,644	705	89,990,646	71,783,931	18,206,715

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[1] Less than $1 per Capita.

The Law of Broadcast Regulation

Major Trends of 1940

By PAUL M. SEGAL

IN THE regulation of radio broadcasting, 1940 should be known as the procedural year. The importance of the year's trends lies not in what the Federal Communications Commission has done, but in how the Commission has done it, and the extent to which the courts have or have not approved this. There have been few major developments in substantive law, but the changes in the exposition of procedural law have been so far-reaching as to place within 1940 the major turning point in the past decade's regulatory history.

Encirclement Policy Approaches Fruition

In the present review it is necessary only to bring down to date the inventory contained in the pages of the 1939 *Yearbook* Number. There it was pointed out that the position at the end of 1939 was substantially as follows: Regulations of wide and detailed scope had been promulgated so as to make clear the allocation plan of the Commission; the United States Court of Appeals for the District of Columbia had established the right to obtain review by persons showing economic injury to existing services; the same court had maintained its control over the Commission to the extent of requiring the Commission to decide cases upon the records made up as of the time of an appeal; the Commission was still permitting interventions upon the grounds both of interference and competition, but in the latter instance only to a restricted extent; there was a tendency on the part of the Commission to grant applications without a clear showing of need for service; hearings were being restricted in scope; applications for the approval of transfer of licenses were being handled more expeditiously than before.

It was suggested at the end of 1939 that there was beginning to appear what had been called a "policy of encirclement," whereby the Commission was seeking to perform its functions with minimum interference from respondents, interveners and appellants.

Through 1940 this policy, it is believed, has almost obtained fulfillment.

On the matter of any requirement that an applicant establish a need for facilities, one decision of the Commission overlaps the turn of the year. A hearing had been held and an opinion published in 1939 wherein an application was denied upon the assertion, among others, that no need had been shown for the establishment of the station. A petition for reconsideration was filed. In January, 1940, the Commission deleted from its opinion all discussion of need for service and granted the application.

This policy was given finality when the Commission later repealed a regulation which had required a showing of need for the proposed service as part of the necessary showing in support of an application.

There has been a sharp development during the year in the consideration to be given by the Commission to the question of economic competition between a proposed new station and an existing station in the same market.

During January the Commission held, in a leading case, that the public interest is served by the widest possible utilization of broadcast facilities, and that stations should be established wherever such establishment would increase competition, regardless of any objection that may be attempted on the part of any existing station. A number of Commission decisions carried this viewpoint to the extent of indicating a desirability that at least two stations be operated in any community, no matter how small that community.

In an elaborate opinion in late June, the Commission went in detail into competitive factors and made a distinction which had not theretofore been used. The factor of competition, said the Commission, involves the ability of the applicant financially to continue the operation of the proposed station. An applicant may attempt to enter a highly competitive field without prospect of success in view of short capitalization. Hence, said the Commission, it must consider the effect of the existing station upon the newcomer's ability financially.

Hearings, Testimony Less Important

This does not mean that the Commission is in turn required to consider the effect of the newcomer upon the existing station. If the existing station is put out of business by the newcomer, that is due to the inability of the existing station to maintain program quality and the existing station is entitled to no protection against this. If there is a chance that the existing station will put the newcomer out of business, then the newcomer's application should be denied.

The Commission went on to say:

> "It is implicit in the idea of free competition that public interest cannot be adversely affected by the failure of an existing station to survive due to increased competition, because this result cannot follow unless the new station's competitive efforts enable it to render a superior public service."

In April, in a dissenting opinion, one member of the Commission outlined a philosophy of competition under which he held that if a newspaper owner and another are competing for the grant of a radiobroadcast license in a small community, there may be strong reason for granting the application of the newspaper, for fear the grant of the other "may mean the elimination of the newspaper through such loss of advertising revenue as to make impossible continued operation of the newspaper by the present owner."

In the same case another dissenting Commissioner stated it to be his view that the common ownership of the newspaper and the radio station was a result contrary to the desires of the Commission.

The majority members of the Commission held that the newspaper owner might be preferred as against the competing applicant if it be shown, as was the case there, that such newspaper owner had a superior experience in the newspaper field.

The foregoing policies with regard to competition are in part ascribable to the decision of the Supreme Court of the United States in the *Sanders Brothers* case, to which reference will be made below. It appears from these policies that the Commission's decisions with regard to competition are such as practically to abolish all necessity for the taking of testimony and the holding of hearings on any matter of competition. The elimination of this issue and the elimination of the question of need for service, between them would have been sufficient in practical effect to do away with a substantial portion of the hearing docket theretofore maintained by the Commission.

Hearings Deemed Unnecessary by FCC

But policies of the Commission have gone further toward this end.

Hearings had been held in part because of the necessity of making findings supported by evidence sufficient to justify a grant as against the objection of an intervener or respondent.

In 1940 such necessity was denied by the Commission.

In January it construed the statute as authorizing the grant of applications either without or after hearing, without any findings of the ultimate facts upon which the grant is based.

Three examples of decisions relating to competing applications for the same facilities will illustrate the effect of this policy.

A Chicago station had pending an application to use a clear-channel frequency during daytime hours. During the long pendency of this application the Commission granted a later application for the facilities in question at a place so close as to preclude the grant of the earlier application. On petition for rehearing filed by the earlier applicant, the Commission held that the earlier applicant would in due time have his hearing and hence was not in a position to make any point of the grant of the later application.

In Maine an applicant had been given a hearing upon his request to use a regional frequency. Then, two other applicants filed applications for the facilities. The Commission granted one of these without hearing. Thereafter, the remaining parties filed petitions for rehearing. Upon these petitions the Commission, after examining the applications involved, handed down an opinion containing findings of fact on the merits of the various applications. On such findings the Commission affirmed its decision as final, according none of the parties the test of cross examination on the validity of the facts set forth in or inferrable from those filed in the application form of the successful applicant.

Action in Pennsylvania Case Is Cited

In a Pennsylvania case, the Commission had held a hearing upon the application of a station to use a regional frequency. The hearing had been concluded and proposed findings had been filed by all the parties.

Meanwhile applications were filed by persons in Knoxville, Syracuse and Milwaukee for use of the frequency in question under circumstances that would render improvident, if not impossible, the grant of the Pennsylvania application. Thereupon the Commission designated the Pennsylvania application for further hearing, to inquire into the mutual effect of the three grants upon the Pennsylvania application and the Pennsylvania application upon the other three.

On petition of the Pennsylvania applicant at this stage the Commission held that the Pennsylvania application had not in fact been denied, that there was still a further hearing to be held before denial would take place and that the Pennsylvania applicant had no rights with reference to the other three grants. Whereupon the Pennsylvania applicant withdrew his application.

If an application is filed to establish a station at a specified frequency in a given community and such application remains on file without action for a period of months and thereafter a second and competing applicant requests identical facilities at the same place, the Commission now holds that it is free to grant the second application without hearing and to designate the earlier application for hearing even though it may be likely that such hearing is without very deep significance in view of the grant of the second application. The first application is then regarded as an application for facilities of the second applicant and the Commission states that this procedure is necessary only because it is without authority to deny the first application without a hearing.

It is apparent from the foregoing that by now there have been eliminated from hearings and from participation in any proceedings, not only existing licensees, but also competing applicants.

If one more step is taken and there is eliminated from such participation the existing station which would be adversely affected by reason of interference caused by the applicant station, it will then eventuate that adversary hearings will have been done away with. Whether or not this step was accomplished in 1940 has not yet been finally determined, but the groundwork for judicial decision of the matter has been laid.

A Cincinnati station operates on a local frequency. Without hearing the Commission granted the application of a Columbus station to use the same frequency under such circumstances that while the Columbus station would increase its service, it would at the same time reduce the service of the Cincinnati station through interference. The latter filed an application for rehearing, specifically alleging interference and requesting a hearing upon the claims of the two stations for the maintenance or extension of their respective service areas. This petition for rehearing was denied for lack of facts showing specifically in what manner the public interest might be adversely affected.

Upon the claim by the Cincinnati station that it was not to have its service area curtailed without notice and hearing, the matter is now pending in the United States Court of Appeals. It will probably be the contention of the Commission in this regard that it may reduce the coverage of a station for what appears to it to be a good purpose, springing from the public service of another station, and accomplish this without any hearing. In the Court of Appeals the Commission contends that the station whose service area will be reduced is not such a person and has no such a case as will justify a review of the matter by the Courts. No decision has been reached during 1940.

The trend toward the complete elimination in radio regulation of the institution of public hearings has been accentuated by decisions of the Supreme Court of the United States during the year.

D. C. Court, Stripped Of Certain Functions

Since 1930 the only court which has had reviewing jurisdiction over action of the Federal Communications Commission has been the United States Court of Appeals for the District of Columbia. That court has become somewhat expert in the problems of radio regulation. Because of policies and developments heretofore described, fewer and fewer cases are being passed upon by the court. In 1940 only one formal opinion was handed down, namely, that in *Evans* v. *Commission*. This related to a matter of interlocutory relief pending disposition of the appeal and the opinion is of procedural significance only.

At the end of the year the United States Supreme Court, in the case of *Commission* v. *Columbia Broadcasting System*, divested the United States Court of Appeals of jurisdiction to review action of the Commission relating to transfers and assignments of license. Such review is now to be had, if at all, before specially constituted District Courts of the United States in areas where the stations are located.

The rule established by the United States Court of Appeals for the District of Columbia in the *Pottsville* case was reported in the 1939 *Yearbook* Number, where it was stated that the court of appeals had held that the Commission was not authorized to hold rehearing on reviewed cases as of a time and status subsequent to review but that cases should be disposed of on the original records. During 1940 the United States Supreme Court reversed this and held reviewing courts are without authority to give the Commission any instructions as to procedure or policy in disposing of applications. On review the courts may point out any errors of law committed, but they are without power to require the Commission to establish or follow any procedure or mechanics in correcting those errors. Hence, the Commission is fully free to follow any lawful method of effectuating the policy of the law and is free to consider upon a comparative basis applications which may have been filed at any stage of the proceedings.

Judicial Interference Sharply Curtailed

The practical effect of the *Pottsville* decision has been to strengthen the Commission's view that in the vast majority of its activities it is not to be impeded by judicial interference.

A case of prime importance is the *Sanders Brothers* case in the United States Supreme Court, decided in March. The opinion of the court in that case reaffirms the general freedom of the Commission from interference by the courts under circumstances where the Commission has acted pursuant to lawful investigation and findings of fact. In general it constitutes a charter for the Commission for relatively wide scope of activity. The most emphasized portion of the opinion is to the effect that economic injury to an existing rival station is not, in and of itself and apart from considerations of public convenience, interest or necessity, a separate and independent element that the Commission must weigh and consider and as to which it must make findings in passing upon an application for a station license.

It is not the intention of the Court to prevent the Commission from considering the element of competition or the element of injury to an existing station but rather to hold that the Commission has power to grant a station without considering such injury independent of general considerations of the effect of this matter upon the public interest.

The real effect of the *Sanders Brothers* decision is not entirely clear in the legal profession and has not yet been completely crystalized in a course of Commission conduct; the consensus, however, appears to be that the opinion maintains a broad field of persons who may sue out appeals, but very severely restricts the field of alleged error within which the courts may operate to reverse the Commission. The opinion in the *Sanders Brothers* case also contains the now famous dictum that the Commission is without power to regulate the business of broadcasting.

'Luxury of Litigation' Derogated by President

The trend with reference to hearings and with reference to rights of licensees and applicants, which is summarized above, will doubtless continue and if it does continue it now appears clear that in that field of Government activity which is confided to the Federal Communications Commission there will have been accomplished the desire expressed by the President of the United States Dec. 18, 1940, when he stated to the Congress in his veto message on the Logan-Walter Bill that we are now at a moment ". . . when we can least afford to spend either Governmental or private effort in the luxury of litigation. Today, in sustaining American ideals of justice, an ounce of action is worth more than a pound of argument."

Coming to the substantive field, the Commission during the year directly raised but has not answered the following question: Whether the transfer of control of a corporation owning the only radio broadcasting station in a community to a corporation owning the only daily newspaper in that community is in the public interest, in view of the fact that this transfer would give to the corporation owning the newspaper control over the only substantial source of information and the only substantial means for the expression of public and private opinion in the community.

There has been a modification of the Commission's allocation plan with regard to the use of the higher-power facilities in communities of varied sizes.

In May the Commission denied an application for the use of an assignment in the city of Worcester, Mass., upon the ground that the granting of the application would result in service to only 65% of the population of the metropolitan district.

'Metropolitan District' Is Redefined

In April an application for the use of a regional frequency in a relatively small city was denied as constituting

> "a distinct departure from the Commission's plan of allocation in that stations of the regional classification are designed to render primary service to metropolitan districts and to rural areas contained therein and contiguous thereto, whereas the city of Lexington is not classified as a metropolitan district."

In June the Commission granted an application for the use of regional facilities in a metropolitan area where the nighttime service of the station would reach 43½% of the population of that metropolitan district because it was shown that no better frequency was available.

These decisions having produced a certain amount of uncertainty, the Commission in December amended its standards of allocation so as to provide the term "metropolitan district" is now no longer limited in accordance with the definition given by the Bureau of the Census, but now includes any principal center of population in any area.

This, it is believed, will further extend the use of more desirable frequencies to the less populated areas of the country.

In 1940 high-frequency broadcasting was placed upon the same regulation basis as standard-band broadcasting and the rules governing the latter were extended to both classes of service. Detailed allocations of facilities and prescriptions as to required and permissible service areas were set forth and appropriate standards of good engineering practice were established.

In June the Commission announced the proposal to make effective domestically in 1941 the provisions of the North American Regional Broadcasting Agreement.

There appears also to have been an extension of the investigatory technique involved in proceedings upon the Commission's own motion.

Further Extension Of Powers Indicated

Thus the Commission held a hearing upon and decided upon a renewal application under circumstances where the charge was made that the licensee was not in the actual operation of the station fulfilling the various promises made concerning the program service of that station at the time of hearing upon the original application to establish it.

Notwithstanding that there may be a substantial need for the continuation of a service, the Commission has held it cannot close its eyes to seriously false material statements in applications and is impelled to revoke a license where such statements have been made.

In several cases where applications for renewal of licenses had been designated for hearing because of the existence of management contracts alleged to lessen the control of the normal licensee, the Commission without hearing granted renewals upon showings made in petitions by the licensees that the objectionable contracts had been terminated. Here the Commission took the position that the offense was not sufficiently serious to deprive the public of continued service now that the offense had been purged.

It seems exceedingly likely that with the pronounced reduction in the number of interstation and interapplicant controversies, the Commission will be in a position further and further to extend its activities into the affairs and conduct of its licensees and hold them on its own initiative to stricter accountability in all aspects of their activity.

As 1940 draws to a close the largest proposal of this character before the Commission is the proposal of a subcommittee that pursuant to the statute the Commission should now extend its regulatory control to the contractual relationships between the national networks and their affiliated stations to the end that certain alleged inequities, monopolies and other abuses should be corrected under Commission control. Whether or not the Commission as a body will accept and follow this recommendation appears to be the largest question for the new year.

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FCC Administrative Board

Formed Dec. 1, 1939, to Handle Limited Non-Policy Matters

Comprises

Telford Taylor, *General Counsel*
E. K. Jett, *Chief Engineer*
William J. Norfleet, *Chief Accountant*
T. J. Slowie, *Secretary*

A Board, to be called "The Administrative Board", consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act upon the following matters; *provided*, however, that said Board may act in such matters only in accordance with established policies of the Commission; *provided further* that three members of said Board shall constitute a quorum:

(a) all applications for the Coastal, Marine Relay, Aviation, Emergency, and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

(b) upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

(c) upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

(d) upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; applications for relay broadcast stations; applications for consent to assignment of licenses or for consent to transfer of control of licensees of relay broadcast stations, when the Commission has on a prior date consented to a like assignment or transfer of control of the licensee of the standard broadcast station with which the relay stations are affiliated; and request for authorization to rebroadcast under the provisions of Section 3.94* of the Rules and Regulations;

(e) upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

(f) all applications or requests for emergency and renewal exemptions from the provisions of Section 352(b) of the Act;

(g) upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) applications from existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

(h) upon requests for inspection of records under the provisions of Section 1.5(c) of the Commission's Rules of Practice and Procedure;

Actions taken by the Board shall be reported in writing each week to the Commission at its regular meeting.

All applications or requests for special temporary standard broadcast authorizations shall be referred to the Administrative Board which shall make appropriate recommendation thereon and refer the same to a Commissioner to be named by subsequent supplements to this Order, who is hereby designated to determine, order, report or otherwise act upon all such applications or requests in accordance with established policies of the Commission.

A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon;

(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission; *provided*, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure; *provided further* that when one or more members of the Commission have been designated to preside at a hearing such Commissioner or Commissioners shall be authorized and empowered to fix the time and place such hearing shall be held; and such motions, petitions, or matters arising in connection with such hearing shall be handled by the Commissioner or Commissioners designated to preside, subject to the provisions of Sections 1.232, 1.252, 1.254, 1.255, and 1.256 of the Rules of Practice and Procedure; *provided further* that in the absence of the individual Commissioner designated to preside at a hearing, or his inability to act or pass upon such preliminary matters, they shall be referred to the presiding officer of the Motions Docket.

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission.

* * *

In addition to the foregoing, the Administrative Board, by action of the FCC on Dec. 17, 1940, was assigned the following functions:

Until further order of the Commission, to act upon applications for experimental and temporary authorizations relating to high frequency broadcast operations, subject to the following instructions:

1. Applications submitted by licensees of experimental high frequency stations to continue operations under experimental conditions beyond the expiration of their authorizations may be granted for a period not exceeding 60 days;

2. Applications submitted by permittees of commercial high frequency stations for temporary authority to operate commercially, without showing substantial compliance with their outstanding construction permits, may not be approved;

3. Applications for authority to change frequencies, power, call letters, or location, for operation on a temporary basis, whether submitted by licensees of experimental high frequency stations or by permittees of commercial high frequency stations, may not be granted, unless it is shown that the proposed operation involves bona fide technical experimentation in order:

a. To make site surveys or similar tests relating to coverage;

b. To avoid objectionable interference; or

c. To permit accomplishment of other similar technical purposes.

This Order shall become effective on the 17th day of December, 1940.

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* Renumbered 3.408.

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Broadcast Music Inc. (BMI): Organization and Aims

By MERRITT E. TOMPKINS

Vice-President and General Manager

BROADCAST MUSIC, Inc. is a music publishing house and licensing agency. It officially began business on April 1, 1940, when the first BMI licenses to radio stations went into effect. The first music to be published under the BMI copyright was put out during the same week.

The company was organized under the aegis of the National Association of Broadcasters but is not dependent upon that association in any way nor identical with it in membership. The stock is owned by the owners of radio stations which are licensed to use BMI music and is not offered for sale to anyone else. For purposes of acting upon any proposed change in licensing methods the license contract divides the member stations into three classes—network M & O stations, network affiliates and independents—and provides that one-third of any class may block any action adverse to the interests of that class.

BMI licenses and stock are held by more than 600 commercial broadcasting stations.

The purpose in the organization of the company was three-fold:

1. To build a new and adequate source of music supply for commercial use at reasonable prices.
2. To establish competition in the music business.
3. To create freedom of opportunity for the writers of music.

We believe that BMI is meeting with notable success in all these aims.

By the autumn of 1940, BMI was on a monthly production schedule of more than 60 new numbers and about 175 new arrangements of standard numbers—the largest production in the history of the music publishing industry.

To its composers and authors BMI pays the usual royalties on sheet music, orchestrations, records and transcriptions. In addition it pays them performance fees in accordance with the use of their music on the air. It has established an accurate system for recording the number of air performances of each composition and it pays the writers a fixed fee for each performance.

In the BMI prospectus, as filed with the SEC, it was stated: "Since the present plans of the Corporation call for the creation of a catalogue of music for its licensees rather than the production of profits, no prospect of dividend declaration is held out to stockholders."

In other words, while BMI is not technically a non-profit-making organization, as a matter of practice it devotes its income to the acquisition and production of music, including the payment of compensation to composers and authors for the performance of their music. The stockholders derive their benefits solely through the music which BMI makes available to them.

BMI music is planned to meet the needs of all types of radio programs. In addition to new popular songs and new arrangements of the standard favorites, BMI also publishes new music of the concert and salon types. BMI has also devoted great care to the needs of the religious programs. It is publishing new sacred music and has acquired the performing rights in some of the most important existing collections. It is also publishing a new hymnal prepared specially for suitability for radio use. The volume contains 492 of the best known hymns and gospel songs, Catholic, Jewish and Protestant, including many of the favorite songs of all denominations.

BMI license to radio stations covers its own publications and also music contained in the following catalogues:

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'Radio Guide' Popularity Poll, 1940

Based on 830,000 Votes Cast

[Tabulated as of April 22, 1940]

Star of Stars—Nelson Eddy, 28.2; Don Ameche, 17.5; Bing Crosby, 12.0; Jack Benny, 10.2; Edgar Bergen, 6.7; Alec Templeton, 6.5; Jessica Dragonette, 6.0; Lanny Ross, 5.5;; Alice Frost, 3.6; Don McNeill, 3.3.

Man Singer of Popular Songs—Bing Crosby, 33.7; Jack Baker, 17.8; Lanny Ross, 14.9; Kenny Baker, 13.8; Don Ameche, 5.1; Frank Munn, 3.6; Johnny Johnston, 2.9; Tony Martin, 2.8; Rudy Vallee, 2.6; Don Reid, 2.4.

Musical Program—Ford Sunday Evening Hour, 24.7; Your Hit Parade, 13.0; Kay Kyser's College of Musical Knowledge, 12.4; Voice of Firestone, 11.0; American Album of Familiar Music, 9.3; Metropolitan Opera, 8.5; Hour of Charm, 6.3; Kraft Music Hall, 5.6; Fred Waring's Pleasure Time, 4.3; Cities Service Program, 4.3.

Woman Singer of Classical Songs—Margaret Speaks, 21.0; Jessica Dragonette, 15.2; Jeanette MacDonald, 13.9; Jean Dickenson, 12.0; Grace Moore, 9.1; Lily Pons, 8.7; Lucille Manners, 8.0; Gladys Swarthout, 5.0; Marian Anderson, 4.1; Mary Eastman, 2.7.

Woman Singer of Popular Songs—Kate Smith, 18.5; Nancy Martin, 15.9; Frances Langford, 14.4; Bonnie Baker, 11.6; Ginny Simms, 9.8; Judy Garland, 9.7; Connie Boswell, 9.1; Evelyn Lynne, 5.4; Bea Wain, 3.0; Dorothy Lamour, 2.3.

Radio Actor—Don Ameche, 39.8; Orson Welles, 13.1; Charles Boyer, 12.9; Les Tremayne, 9.5; Edward G. Robinson, 5.9; Hugh Studebaker, 5.5; Ezra Stone, 5.1; Martin Gabel, 3.1; Jim Ameche, 2.4; Michael Raffetto, 2.3.

Announcers—Don Wilson, 27.5; Ken Carpenter, 19.8; Milton J. Cross, 17.1; Ralph Edwards, 9.4; Bob Brown, 8.7; Harry von Zell, 5.8; Harlow Wilcox, 3.6; Ford Bond, 2.8; Fred Uttal, 2.5; James Wallington, 2.1.

Man Commentator—Lowell Thomas, 37.8; Walter Winchell, 14.1; H. V. Kaltenborn, 13.0; Edwin C. Hill, 7.3; Paul Sullivan, 6.9; Jimmie Fidler, 5.8; Elmer Davis, 5.4; Raymond Gram Swing, 3.7; Boake Carter, 3.6; Fulton Lewis jr., 2.4.

Comedian—Jack Benny, 30.1; Bob Hope, 23.0; Edgar Bergen, 16.3; Fibber McGee, 12.2; Fred Allen, 7.5; Eddie Cantor, 2.9; Ransome Sherman, 2.7; Bob Burns, 2.1; Fannie Brice, 1.5; Al Pearce, 1.4.

Woman Commentator—Dorothy Thompson, 48.2; Kate Smith, 27.2; Hedda Hopper, 12.7; Mary Margaret McBride, 4.1; Eleanor Roosevelt, 2.7; Louella Parsons, 2.2; Adelaide Hawley, 1.1; Dorothy Parker, .6; Claire Wallace, .6; Alma Kitchell, .5.

Dramatic Program—Lux Radio Theatre, 36.0; One Man's Family, 21.0; First Nighter, 8.3; Campbell's Playhouse, 8.2; Those We Love, 6.7; Big Town, 5.2; Aldrich Family, 4.8; Hollywood Playhouse, 3.3; Adventures of Ellery Queen 3.1; Silver Theater, 3.0.

Radio Actress—Barbara Luddy, 16.2; Helen Hayes, 15.7; Joan Blaine, 12.3; Alice Frost, 11.6; Nan Grey, 11.3; Gale Page, 10.7; Betty Winkler, 6.9; Bette Davis, 6.1; Madeleine Carroll, 5.1; Anne Seymour, 3.6.

Audience Participation—Kay Kyser's College of Musical Knowledge, 43.8; Dr. I. Q., 16.0; We, the People, 7.7; What's My Name?, 7.0; Vox Pop, 6.4; Information, Please, 6.0; Battle of the Sexes, 4.8; Hobby Lobby, 3.0; Ask-It-Basket, 2.9; Professor Quiz, 1.8.

Quiz Program—Information Please, 32.9; Dr. I. Q., 19.9; Kay Kyser's College of Musical Knowledge, 12.7; Battle of the Sexes, 8.3; Professor Quiz, 7.9; What's My Name?, 7.5; Ask-It-Basket, 3.2; So You Think You Know Music, 2.6; Vox Pop, 2.4; True or False, 2.2.

Variety Program—Breakfast Club, 22.6; Kraft Music Hall, 21.8; Chase & Sanborn, 12.9; Bob Hope Show, 9.2; Good News of 1940, 8.1; Kate Smith Hour, 6.7; Jello, 5.1; Texaco Star Theater, 4.5; Club Matinee, 4.4; Town Hall Tonight, 4.3.

Children's Program—The Lone Ranger, 25.1; Coast to Coast on a Bus, 16.4; Let's Pretend, 15.1; The Singing Lady, 14.1; Kaltenmeyer's Kindergarten, 7.6; Little Orphan Annie, 6.4; March of Games, 5.1; Tom Mix, 4.2; Jack Armstrong, 2.8; Horn & Hardart Children's Hour, 2.7.

Favorite Program—Breakfast Club, 32.7; One Man's Family, 15.3; Jell-O, 9.2; Kraft Music Hall, 8.2; Chase & Sanborn, 6.6; Metropolitan Opera, 6.0; Information, Please, 5.7; Ford Evening Hour, 5.6; Kay Kyser, 5.2; Lux Radio Theater, 5.2.

Master of Ceremonies—Don McNeill, 31.9; Don Ameche, 29.8; Bing Crosby, 14.2; Rudy Vallee, 7.0; Clifton Fadiman, 4.2; Ransome Sherman, 2.9; Milton J. Cross, 2.8; Bob Hope, 2.5; Garry Moore, 2.3; Lanny Ross, 2.2.

Dance Orchestra—Wayne King, 24.7; Guy Lombardo, 21.3; Kay Kyser, 16.1; Horace Heidt, 10.4; Orrin Tucker, 6.5; Glenn Miller, 6.0; Fred Waring, 4.8; Sammy Kaye, 4.1; Eddy Duchin, 3.2; Bob Crosby, 2.5.

Man Singer of Classical Songs—Nelson Eddy, 42.8; Richard Crooks, 13.2; Lanny Ross, 9.4; Donald Dickson, 9.1; Jack Baker, 7.2; Frank Munn, 5.4; Lawrence Tibbett, 5.2; Kenny Baker, 3.7; John Charles Thomas, 2.4; Felix Knight, 1.4.

Educational Programs — Information, Please, 23.6; Cavalcade of America, 13.3; American School of the Air, 12.1; National Farm & Home Hour, 9.2; Music Appreciation Hour, 8.7; University of Chicago Round Table, 8.5; World Is Yours, 7.8; Dr. I. Q., 7.6; America's Town Meeting of the Air. 6.0; Americans at Work, 3.2.

Serial Dramatic Program—One Man's Family, 36.0; Those We Love, 12.1; I Love a Mystery, 8.8; Big Sister, 8.4; Bachelor's Children, 7.9; Aldrich Family, 7.5; Valiant Lady, 6.1; Guiding Light, 5.5; Vic & Sade, 4.1; Girl Alone, 3.2.

Sports Commentator—Bill Stern, 44.3; Ted Husing, 23.3; Bob Elson, 8.8; Bob Trout, 5.0; Graham McNamee, 4.9; Clem McCarthy, 4.5; Red Barber, 3.0; Sam Balter, 2.3; Tom Manning, 1.9; Stan Lomax, 1.4.

Cleveland Plain Dealer Popularity Poll, 1940

All America Radio Personalities Eleven—Bob Hope (Captain), Bing Crosby, Charlie McCarthy, Kate Smith, Jack Benny, Alec Templeton, Eddie Cantor, Ezra Stone, Michael Rafetto, Kay Kyser, Al Pearce.

Favorite Program—One Man's Family, Ford Sunday Evening Hour, Information Please, Bob Hope, Metropolitan Opera, Sherlock Holmes, Aldrich Family, Kay Kyser's Kollege of Musical Knowledge, Kraft Music Hall, American Album of Familiar Music, Lux Radio Theater.

Masters of Ceremony—Clifton Fadiman, Bing Crosby, Kay Kyser, Major Bowes, Milton Cross, Dick Powell, Cecil B. DeMille, Bob Hope, Fred Allen, Don McNeil, Conrad Nagel.

Male Singers — Bing Crosby, Richard Crooks, Frank Munn, Kenny Baker, Donald Dickson.

Dance Bands — Guy Lombardo, Glen Miller, Kay Kyser, Fred Waring, Wayne King, Horace Heidt, Sammy Kaye, Vincent Lopez, Tommy Dorsey, Jimmy Dorsey, Phil Harris.

Feminine Voices— Kate Smith, Margaret Speaks, Lucille Manners, Jean Dickson, Francia White, Mary Martin, Virginia Simms.

Comics—Bob Hope, Jack Benny, Charlie McCarthy, Fibber McGee, Fred Allen, Ezra Stone, Eddie Cantor, Rochester, Bob Burns, Fanny Brice, Jerry Colonna.

Variety Shows—Charlie McCarthy, Kraft Music Hall, Good News, Jack Benny, Fibber McGee, Bob Hope, Gene Autry, Major Bowes, Kay Kyser, Fred Allen, Al Pearce.

Commentators—Lowell Thomas, H. V. Kaltenborn, Boake Carter, Raymond Gram Swing, Walter Winchell, Elmer Davis, Gabriel Heatter, Paul Sullivan, Edwin C. Hill.

Quiz Programs—Information Please, Quiz Kids, Take It Or Leave It, Dr. I. Q., Kay Kyser.

Educational — Chicago U Round Table, Damrosch Hour, Wake Up, America, Light of the World, Cavalcade of America, Information Please, Town Meeting, Quiz Kids.

Drama—Lux Radio Theater, One Man's Family, Helen Hayes, Big Town, Aldrich Family, Sherlock Holmes, First Nighter, Dr. Christian, Those We Love, Everyman's Theater, Screen Guild.

The Symphony—Ford Sunday Evening Hour, New York Philharmonic, NBC Symphony, Philadelphia Orchestra, Radio City Music Hall, Chicago Woman's Orchestra.

Light Classical—American Album of Familiar Music, Crooks-Wallenstein, Manners-Black, Hour of Charm, Melton-Voorhees, Faith Ensemble, Musical Americana

Institute for Education By Radio Citations, 1940

I. Network, National Organization, or Clear-Channel Station

a. For general use by adults. Lecture, talk, speech.

First Award—"What Makes an American." From series *Meet Mr. Weeks* (NBC).

Honorable Mention — "Francis Scott Key." From series *Pilgrimage of Poetry* (NBC).

Honorable Mention—"The Movable Feast of Thanksgiving." From series *The Story Behind the Headlines.* American Historical Association on NBC.

Honorable Mention—"Elmer Davis and the News," broadcast of March 11, 1940 (CBS).

b. For general use by adults. Demonstration or participation program.

First Award—"Tour of Palomar Telescope." Special broadcast by KFI, Los Angeles.

c. For general use by adults. Dialog, round-table conversation, interview, debate, question and answer.

First Award—"Propaganda." From series *University of Chicago Round Table.* NBC and University of Chicago.

Honorable Mention—"What Are the Real Issues in the European War?" From series *America's Town Meeting of the Air.* NBC and Town Hall Inc.

d. For general use by adults. All forms of dramatization.

First Award—"Abraham Lincoln." From series *Cavalcade of America.* E. I. duPont de Nemours & Co. Inc. (NBC).

Honorable Mention—"Seems Radio Is Here to Stay." From series *So This Is Radio* (CBS).

Honorable Mention—"Johnny Got His Gun." From series *Arch Oboler's Plays* (NBC).

Honorable Mention—"My Client, Curly." From series *Columbia Workshop* (CBS).

e. For general use by children. Any type of out-of-school children's program.

No First Award.

Honorable Mention—"Rapunzel." From series *Let's Pretend* (CBS).

f. For use in school by primary children (approximately Grades I-III).

First Award—"Mind the Signs!" From series *Let's Sing.* WLS, Chicago.

g. For use in school by elementary children (approximately Grades IV-VI).

First Award—"Animals in Our Pattern of Life." From series *New Horizons, American School of the Air* (CBS).

Honorable Mention—"Current Events." Special broadcast of March 22, 1940, on KEX, Portland, Ore.

h. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Where We Live". From series *This Living World, American School of the Air* (CBS).

First Award—"Square Dances." From series *Folk Music of America, American School of the Air* (CBS).

Special Class. Distinguished productions containing educational values.

First Award—"Pursuit of Happiness." Broadcast of December 31, 1939 on CBS.

II. Local and Regional Station or Organization

a. For general use by adults. Lecture, talk, speech.

First Award—"Talk by Thomas Mann: 'The Problem of Freedom'." From series *University of Minnesota Convocations.* University of Minnesota Radio Station WLB, Minneapolis.

b. For general use by adults. Demonstration or participation program.

First Award—"The School of Modern Miracles." From series *Know Your Schools.* Planned and produced by the Spokane Public Schools.

First Award—"Adventures in Music." Special broadcast on WNYC, New York.

c. For general use by adults. Dialog, round-table conversation, interview, debate, question and answer.

First Award—"Student Council and Student Government." From series *Student Opinion.* Planned and produced by the Radio Council of the Chicago Public Schools.

Honorable Mention — "Diplomas and Jobs." From series *Careers in Public Service.* Planned and produced by New York University.

d. For general use by adults. All forms of dramatization.

First Award—"Civil Liberties in Wartime." From series *Accent on Liberty* on WOSU, Columbus, O.

Honorable Mention — "Guam and the Naval Appropriations Bill." From series *Following Congress* on WHA, Madison, Wis.

e. For general use by children. Any type of out-of-school children's program.

No First Award.

Honorable Mention—"World of Music." From series *World of Choral Music.* Planned and produced by the Wayne University Broadcasting Guild, Detroit.

Honorable Mention—"The Three Dwarfs." From series *Children's Theatre of Junior League* of Roanoke on WDBJ, Roanoke.

f. For use in school by primary children (approximately Grades I-III).

No First Award.

Honorable Mention—"Feeling Phrases." From series *Rhythmic Activities.* Planned and produced by the Cleveland Public Schools.

g. For use in school by elementary children (approximately Grades IV-VI).

No First Award.

Honorable Mention—"Upper Lakes Region." From series *This Land of Ours.* Planned and produced by WHA, Madison, Wis.

h. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Senator Borah Died Last Friday." From series *Living History.* Planned and produced by WHA, Madison, Wis.

Special Class. Distinguished productions containing educational values.

First Award—"America Calling." Special broadcast by KSTP, St. Paul.

Women's National Radio Committee Citations, 1940

Adult Educational Forums: America's Town Meeting of the Air (NBC); University of Chicago Round Table (NBC); People's Platform (CBS); American Forum of the Air (MBS); National Radio Forum (NBC). These five programs were also chosen those "best serving democratic ideals".

Other Educational Programs: National Farm & Home Hour (NBC); Americans at Work (CBS); on Your Job (NBC).

Religious Programs: National Vespers (NBC); Church of the Air (CBS); Catholic Hour (NBC); Hymns of All Churches (NBC); Religion in the News (NBC).

Programs Serving Inter-Faith Relations: Church of the Air (CBS); National Vespers (NBC); Religion in the News (NBC).

News Commentators: H. V. Kaltenborn (CBS-NBC); Lowell Thomas (NBC); Raymond Gram Swing (MBS); Elmer Davis (CBS).

News Programs: News From Europe (NBC); The World Today (CBS); News Round-Ups from Abroad (MBS). AP and UP were especially commended for unbiased presentation of news.

Dramatic Programs: Lux Radio Theatre (CBS); Columbia Workshop (CBS); Campbell Playhouse (CBS); Great Plays (NBC).

Evening Dramatic Serials: One Man's Family (NBC); Aldrich Family (NBC).

Daytime Programs: Gallant American Women (NBC).

Variety Programs: Edgar Bergen and Charlie McCarthy (NBC); Good News of 1940 (NBC).

Quiz Programs: Information Please (NBC); Professor Quiz (CBS).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS); Metropolitan Opera Auditions (NBC). Sustaining: NBC Symphony (NBC); New York Philharmonic Symphony (CBS); Metropolitan Opera (NBC); Wallenstein's Sinfonietta (MBS).

Light Music: Firestone Symphony (NBC); Cities Service Hour (NBC).

Children's Entertainment Programs: Let's Pretend (CBS); Ireene Wicker's Stories (NBC).

Children's Educational Programs: School of the Air (CBS); Music Appreciation Hour (NBC); Cavalcade of America (NBC).

Best Single Program of the Year: Broadcasts of King George, Prime Minister Chamberlain and President Roosevelt on Sept. 3, 1939, announcing the outbreak of the war (all networks); Scuttling of the Graf Spee (all networks); international broadcast with Queen of the Netherlands and President Roosevelt on March 16, 1940 (all networks).

Motion Picture Daily Poll, 1940

Champion of Champions—Jack Benny; Bob Hope; Bing Crosby; Edgar Bergen (Charlie McCarthy); Fred Allen, Helen Hayes, tied.

Season's Outstanding New Star—Dinah Shore; Yvette; Helen Hayes; Carol Bruce, Wendell L. Willkie, tied.

Comedians—Bob Hope: Jack Benny; Fred Allen; Edgar Bergen (Charlie McCarthy); Eddie Anderson (Rochester).

Comediennes — Fannie Brice (Baby Snooks); Gracie Allen; Mary Livingstone; Marion Jordan (Molly McGee); Jane Ace, Portland Hoffa, tied.

Comedy Teams—Fibber McGee & Molly; Burns & Allen; Brenda & Cobina; Abbott & Costello; Amos 'n' Andy, Benny & Livingstone, tied.

Comedy Series—Aldrich Family; Jack Benny; Bob Hope; Easy Aces, Fred Allen Texaco Star Theater, tied.

Male Vocalists (popular)—Bing Crosby; Kenny Baker; Lanny Ross; Frank Parker, Frank Munn.

Male Vocalists (classical) — Richard Crooks; James Melton; John Charles Thomas; Nelson Eddy, Lawrence Tibbett, tied.

Female Vocalists (classical)—Margaret Speaks; Lily Pons; Lucille Manners, Jessica Dragonette, tied; Grace Moore.

Film Players on Air—Edward G. Robinson; Don Ameche; Basil Rathbone; Bing Crosby; Bette Davis, Helen Hayes, tied.

Dramatic Shows—Lux Radio Theater: Helen Hayes Theater; Arch Oboler's Everyman's Theater; First Nighter; Columbia Workshop.

Dramatic Series—One Man's Family; Big Town; Aldrich Family; Calvacade of America, Second Husband, Those We Love, tied.

Daytime Serials—Vic & Sade; Big Sister; Goldbergs, Mary Marlin, tied; Bachelor's Children, Life Can Be Beautiful, O'Neills, tied.

Dance Orchestras (popular)—Guy Lombardo; Wayne King, Fred Waring, tied; Kay Kyser; Tommy Dorsey, Glenn Miller, tied.

Dance Orchestras (swing)—Glenn Miller; Tommy Dorsey; Benny Goodman; Artie Shaw; Jimmy Lunceford.

Musical Programs (popular)—College of Musical Knowledge; Fred Waring, Kraft Music Hall, Your Hit Parade, tied; Musical Americana.

Quiz Programs—Information Please; Dr. I. Q.; Take It or Leave It; College of Musical Knowledge; Prof. Quiz, Quiz Kids, tied.

Announcers—Don Wilson; Harry von Zell; Milton Cross; Ken Carpenter; Bob Trout.

Commentators—Raymond Gram Swing; Lowell Thomas; H. V. Kaltenborn; Elmer Davis; Gabriel Heatter, Wythe Williams, tied.

Sports Announcers—Bill Stern; Ted Husing; Red Barber; Stan Lomax, Bob Trout, tied.

Orchestras (classical)—N. Y. Philharmonic; NBC Symphony; Frank Black's Cities Service; Ford Sunday Evening; Andre Kostelanetz, Paige's Musical Americana, Wallenstein's Firestone, tied.

Musical Programs (classical)—Ford Sunday Evening Hour; N. Y. Philharmonic Symphony; NBC Symphony, Voice of Firestone, tied; Cities Service, Metropolitan Opera, Telephone Hour, tied.

Children's Programs — Singing Lady (Ireene Wicker); Coast-to-Coast on a Bus (Milton Cross), Let's Pretend (Nila Mack), Quiz Kids, tied; Tom Mix's Straight Shooters.

Educational Programs—American School of the Air (CBS); University of Chicago Roundtable; Information Please; American Forum of the Air; American Town Meeting of the Air, tied.

Special Events—CBS: European Roundup; CBS, MBS, NBC: Conventions and Election Returns; NBC: Graf Spee Scuttling; NBC: War Coverage; NBC: Refugee Children Telephone Talks; CBS, MBS, NBC: War Coverage; NBC: Draft Drawings.

Sidney Garfinkel Announcers' Award*

1937—Abbott Tessman (KGO)
1938—Joe Walters (KSFO)
1939—Dick Wynne (KJBS)

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*Trophy awarded annually for best commercial announcing in San Francisco Bay area by Sidney Garfinkel Adv. Agency, San Francisco.

Miscellaneous 1940 Radio Awards

National Federation of Press Women Inc.—Awarded certificates of merit for outstanding radio programs, during fourth annual convention in Kansas City, April 25-27, to Helen Sioussat, associate editor of CBS quarterly *Talks*, for working out the program *Which Way to Lasting Peace?*; and to U. S. Office of Education and Women's Activities Division of NBC, each for part in producing program series *Gallant American Women*.

Youthbuilders Inc.—Selected E. I. DuPont de Nemours & Co., *Cavalcade of America* (NBC) as program doing most to help children understand democracy during its forum clubs meeting in New York May 8. Cited for honorable mention: General Foods *We the People* (CBS); Lever Bros. *Big Town* (CBS).

Women's Press Club of New York City—Awarded certificates of merit May 25 to *Ford Sunday Evening Hour* (CBS); *Town Meeting of the Air* (NBC); Standard Brands *One Man's Family* (NBC); U. S. Office of Education's *Gallant American Women* (NBC).

Phi Beta, National Professional Women's Fraternity of Speech and Music—Bronze plaque awarded May 10 to *Standard Symphony Hour* and *Standard School Broadcast*, both sponsored on NBC Pacific Coast networks by Standard Oil Co. of California.

American Institute of the City of New York—Awarded 1940 gold medal to Dr. Frank Conrad, chief engineer of the Westinghouse Electric & Manufacturing Co., Pittsburgh, Feb. 1, in recognition of his "pioneering work in shortwave radio and frequency modulation and for his guiding genius developing the world's first radio broadcasting system."

Saturday Review of Literature—Awarded plaque for "distinguished service to American literature" to Canada Dry's *Information Please* during April 2 broadcast.

Chicago Federation Advertising Clubs—Awarded trophy to A. C. Nielsen, president of A. C. Nielsen Co., market analyst, for developing the Audimeter, March 21. Also cited for proficiency in radio advertising S. C. Johnson & Son *Fibber McGee & Molly* (NBC) with special acknowledgment to Needham, Louis & Brorby, the agency.

New England Women's Press Association—Made awards of merit May 4 for outstanding programs to Boston stations WEEI, for *Citizen, Know Your State;* WNAC, for *Musical Varieties;* WAAB, for *News of the Women's Clubs of New England;* WCOP, for *Radio Orchestra Hall.*

Advertising & Selling—Radio awards of Feb. 16: D. P. Smelser, vice-president, Procter & Gamble Co., medal for "contribution to knowledge and technique of radio advertising"; J. M. Mathes Inc., New York agency, for "outstanding skill" in producing Canada Dry's *Information Please* (NBC); Young & Rubicam Inc., New York agency, for excellence of commercial announcements on General Foods (Jello) *Jack Benny* program.

Overseas Press Club of New York—Awards of Oct. 2: First prize to Edward R. Murrow, chief of CBS European staff in London. Award to "the foreign correspondent who, during the first year of the Second World War, has contributed the most, as a result of his work, toward the information of the American people and the formulation of American national policy in international relations."

George Foster Peabody Radio Awards

ESTABLISHED in 1940 in honor of late George Foster Peabody by board of regents of University of Georgia, to be administered by its Henry W. Grady School of Journalism. First awards to be made in 1941. Awards will parallel Pulitzer Prizes in Journalism and will be made annually, on basis of public service in their individual fields, to large and small stations and networks. Advisory board to pick winners:

Dr. S. V. Sanford, chancellor, U of Georgia.

Bruce Barton, president, Batten, Barton, Durstine and Osborne Inc.

John H. Benson, president, American Association of Advertising Agencies.

Virginius Dabney, editor, *Richmond Times-Dispatch*.

Norman H. Davis, chairman, American Red Cross.

Jonathan Daniels, editor, *Raleigh News & Observer*.

Mark F. Ethridge, general manager, *Louisville Courier-Journal* and *Times*.

Waldemar Kaempffert, science editor, *New York Times*.

Alfred A. Knopf, New York, publisher.

Dr. John W. Studebaker, U. S. Commissioner of Education.

Mrs. Marjorie Peabody Waite, Saratoga Springs, N. Y.

Edward Weeks, editor, *Atlantic Monthly*.

'Broadcasting' Magazine Golf Trophy Awards*

1932—Dr. Leon Levy, WCAU, Phila.

1933—Gerald King, Standard Radio, Hollywood.

1934—Lewis Allen Weiss, Don Lee Broadcasting System.

1935—Carl Haymond, KMO, Tacoma, Wash.

1936—Ross Wallace, WHO, Des Moines.

1937—E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington (tie).

1938—No award made.

1939—K. W. Pyle, KFBI, Abilene, Kan., and V. E. Carmichael, KWK, St. Louis (tie).

1940—Sherwood Brunton, KJBS, San Francisco, and KQW, San Jose.

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*Silver trophy awarded to winners of golf tournaments held in connection with annual conventions of NAB.

Sigma Delta Chi, professional journalistic fraternity—First annual award for radio news writing presented Nov. 16 to Albert Warner, CBS Washington correspondent.

American Society of Mechanical Engineers—Holley Medal for distinguished service in engineering and science presented Dec. 4 to Maj. Edwin A. Armstrong, inventor of FM.

NAB Essay Contest—For best essay on "The American System of Broadcasting—Why it is Best for Americans." $100 to Neal Axtel Blake, 14, Hartford (Conn.) High School [see page 34, BROADCASTING, Oct. 1, 1940].

Fourth School Broadcast Conference, Chicago, Dec. 6—First Annual Award for Merit Scroll to Judith Carey Waller [NBC Central Division Educational director] in recognition of her services to radio education.

National Assn. for American Composers and Conductors—Certificate of Merit presented to Howard Barlow, CBS Symphony conductor, as "outstanding music interpreter".

Radio Awards of National Headliners Club*

1935—William Burke Miller (NBC) for coverage of stratosphere flight; Paul White (CBS) for coverage of Chicago stockyards fire.

1936—Columbia Broadcasting System, for best coverage of a news event (Johnstown, Pa. flood).

1937—Joseph Eaton and W. L. Carlson (WHAS, Louisville) for best domestic radio reporting in connection with Ohio-Mississippi floods; H. V. Kaltenborn (CBS) for best foreign radio reporting.

1938—Edward R. Murrow and William Shirer (CBS) for best radio reporting; coverage of foreign affairs from Europe.

1939—Jack Knell (WEEI, Boston) for best radio reporting of a news event (*Squalus* submarine disaster)

1940—Raymond Gram Swing (MBS) for "consistent excellence in radio news interpretation"; William L. White, CBS foreign correspondent during Russo-Finnish War, for Christmas Eve, 1939, broadcast from trenches near Helsinki.

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*Radio and press citations and plaque awards made annually by National Headliners Club of the Press Club of Atlantic City, N. J.

H. P. Davis Memorial Award*

1933—Fred Webber (KDKA)
1934—Bill Sutherland (KDKA)
1935—Tony Wakeman (WJAS)
1936—Bill Sutherland (KDKA)
1937—Ken Hildebrand (KQV)
1938—Bill Beal (KDKA)
1939—David Garroway (KDKA)
1940—Walter Sickles (WWSW)

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*Gold medal and $150 cash awarded annually to Pittsburgh station announcer adjudged most excellent in diction, established by Mrs. H. P. Davis in tribute to the late Dr. Davis, pioneer in broadcasting as vice-president of Westinghouse E. & M. Co. and chairman of board of NBC.

Hiram Percy Maxim Amateur Radio Awards*

1936 — Victor H. Clark, W6KFC, Phoenix, Ariz.

1937—Oscar L. Short, W9RSO, Jaspar, Mo.

1938 — Owen J. Dowd, W2JHB, Brooklyn, N. Y.

1939—Dawkins Espy, W5CXH, New Orleans.

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*Award is bronze replica of original *Wouff Hong* and $100 cash, established in honor of the late founder of the American Radio Relay League, by his daughter and son, Mrs. John G. Lee and Mr. Hiram Hamilton Maxim. Made annually in succeeding year to amateur under 21 who has made outstanding record for year in amateur radio.

'Sporting News' Baseball Announcer Awards*

1937—France Laux, KMOX, St. Louis.
1938—Tom Manning, WTAM, Cleveland.
1939—Walter (Red) Barber, WOR, Newark. Runners up: Frankie Frisch, Colonial Network; Bob Elson, WGN, Chicago.
1940—Bob Elson, WGN, Chicago, major leagues; Walt Lochman, KCKN, Kansas City, Kan., minor leagues.

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* Trophy awarded annually by *Sporting News*, St. Louis baseball newspaper, to "broadcaster who has contributed most to the game and to radio."

XUM

Radio Polls, Awards and Citations: 1940

Veteran Wireless Operators Association Medals and Awards

Gold Medal Awards

JOSEPH E. CRONEY, *S.S. Indiana Harbor*, wrecked on California coast May 18, 1927.

GUISEPPE BIAGI, Italian polar airship *Italia*, wrecked on a polar expedition, June, 1928.

MICHAEL J. O'LOUGHLIN, *S.S. Vestris* (British), sunk off Virginia Capes, Nov. 12, 1928. O'Loughlin sank with ship. Posthumous presentation made to parents in Ireland.

NUNZIO DiGANGI, *S.S. Florida* (Italian), sunk in Atlantic Ocean Jan. 24, 1929.

MALCOLM HANSON, chief radio staff, Byrd Expedition, in 1929.

FRANK N. DAVIDSON, *S.S. Tahiti* (British), foundered in South Seas, Aug. 17, 1930.

FRITZ E. LARSON, *S.S. Castor* (Swedish) on fire off the Azores, April 28, 1931. Presentation at Radio World's Fair by Gen. Harbord by radio to Sweden.

GUGLIELMO MARCONI, commemorating the 30th anniversary of his conquest of the Atlantic by radio. Presentation made from the NBC studios Dec. 12, 1931, on a world-wide hook-up of radio, by President Fred Muller of the VWOA.

RAY MEYERS, chief radio officer, submarine *Nautilus*, on a cruise under the polar ice. Presentation made Feb. 11, 1933.

ANNE LINDBERGH, for radio work on Greenland flight started July 9, 1933, by Col. and Mrs. Charles A. Lindbergh.

GEORGE W. ROGERS, chief radio officer, *T.E.L. Morro Castle*, for heroic service at the time of her destruction by storm and fire off the coast of New Jersey in the early morning hours of Sept. 8, 1934.

RUSSEL L. MacDONALD, chief radio officer, *S.S. Mohawk*, sunk off Jersey Coast, Jan. 24, 1935. MacDonald went down with ship. Posthumous award.

Special Bronze Medal

ERNEST EDWIN DAILEY, radioman aboard dirigible *U.S.S. Macon*, Feb. 12, 1935. Dailey lost with *Macon*. Award made to Mrs. Dailey, his widow.

Marconi Memorial Medal of Valor

CARL O. PETERSON, radio operator both Byrd Expeditions to South Pole. Award made at 1938 Dinner of VWOA.

PAPAS THEODORU, radio officer of Greek freighter *Kyllene* who remained at post and lost life while all members of crew were saved. Posthumous award, 1940.

Marconi Memorial Medal of Merit

KING FAROUK I, of Egypt, host to International Telecommunications Conference which was opened by him in Cairo, Egypt, Feb. 1, 1938.

ADM. S. C. HOOPER, U.S.N., for making radio communications system of the U. S. Navy the finest of any nation's. Feb. 21, 1940.

Marconi Memorial Medal of Service

DR. E. C. WOODRUFF, President, American Radio Relay League and International Amateur Radio Union. Awarded to Dr. Woodruff as outstanding amateur and as elected representative of all amateurs in recognition of outstanding service of amateurs in times of emergency. June 18, 1938.

NATIONAL ASSOCIATION OF BROADCASTERS. Plaque awarded in recognition of development in America of the finest broadcasting system in world. Feb. 21, 1940.

Marconi Memorial Medal of Achievement

DAVID SARNOFF, president, RCA. For outstanding achievement in the radio art. 1939.

E. K. COHAN, director of engineering, CBS; **O. B. HANSON**, vice-president and chief engineer, NBC; **J. R. POPPELE**, chief engineer, WOR-MBS.

VWOA Commemorative Medal

JACK BINNS, Radio Officer, *S.S. Republic* which sank in 1909. Awarded to commemorate 30th Anniversary of his famous CQD, 1939.

T. D. HAUBNER, radio officer, *S.S. Arapahoe* in 1909 when he used signal of distress SOS for first time. Awarded to commemorate 30th Anniversary, 1939.

PAUL F. GODLEY

Consulting Radio Engineer

Phone:
Montclair (N. J.) 2-7859

William S. Paley Amateur Radio Award*

1936—Walter Stiles Jr., W8DPY, Coudersport, Pa. (for communications work during floods)
1938—Robert T. Anderson, W9MWC, Harrisburg, Ill. (for communications work during floods)
1939—Wilson E. Burgess, W1BDS, Westerly, R. I. (for communications work during New England hurricane).
1940—No award made.

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*Trophy awarded annually by president of CBS to "individual who, through amateur radio, in the opinion of an impartial board of awards, has contributed most usefully to the American people, either in research, technical development or operating achievement."

Morris Liebmann Memorial Prize of I.R.E.*

1919—L. F. Fuller, Berkeley, Cal.
1920—R. A. Weagant, New York City
1921—R. A. Heising, New York City
1922—C. S. Franklin, London
1923—H. H. Beverage, New York City
1924—J. R. Carson, New York
1925—Frank Conrad, Pittsburgh
1926—Ralph Bown, New York City
1927—A. H. Taylor, Washington
1928—W. G. Cady, Middletown, Conn.
1929—E. V. Appleton, Cambridge, England
1930—A. W. Hull, Schenectady, N. Y.
1931—Stuart Ballantine, Boonton, N. J.
1932—Edmond Bruce, New York City
1933—Heinrich Barkhausen, Dresden, Germany
1934—V. K. Zworykin, Camden, N. J.
1935—F. B. Llewellyn, New York City
1936, B. J. Thompson, Harrison, N. J.
1937—W. H. Doherty, New York City
1938—G. C. Southworth, New York City
1939—H. T. Friis, New York City
1940—Harold A. Wheeler, New York

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*Annual award to member of Institute of Radio Engineers "who shall have made public during the recent past an important contribution to radio communication." This award was established to perpetuate the memory of the late Col. Morris Liebmann by E. J. Simon, fellow of the I.R.E. It consists of income from a gift of $10,000 and is not a stated amount as it is the interest from securities in which the principal is invested.

Henry J. Kaufman Announcers' Award*

1935—William E. Coyle (WRC-WMAL)
1936—Larry Elliott (WJSV)
1937—Hugh Conover (WJSV)
1938—Charles Daly (WJSV)

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*Trophy awarded annually to announcer adjudged best among Washington stations by Henry J. Kaufman Advertising, Washington, D. C.

Medal of Honor Awards* Institute of Radio Engineers

1917—E. H. Armstrong, New York City
1919—E. F. W. Alexanderson, Schenectady, N. Y.
1920—G. Marconi,† Italy
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1932—A. E. Kennelly,† Cambridge, Mass.
1933—Sir Ambrose (J. A.) Fleming, Sidmouth, S. Devon, England
1934—S. C. Hooper, Washington
1935—Balth. van der Pol, Eindhoven, Holland
1936—George A. Campbell, New York City
1937—Melville Eastham, Cambridge, Mass.
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1940—Lloyd Espenschied, New York City
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†Deceased.

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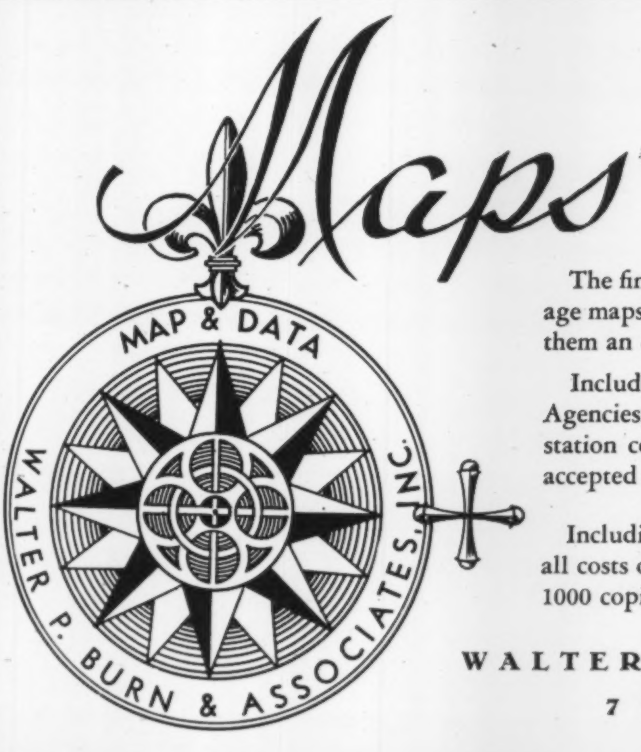
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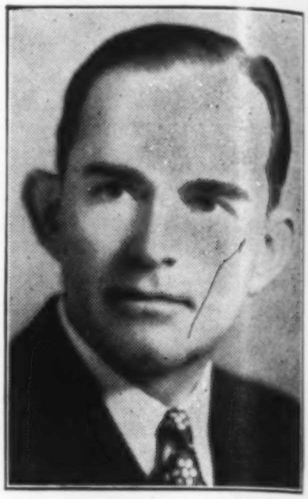

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WESTERN ASSOCIATION OF BROADCASTERS—846 Howe St., Vancouver, B. C. Telephone: Marine 6464. President: George Chandler, CJOR, Vancouver. Directors: Vic Neilsen, CFAC, Calgary; Carson Buchanan, CHAB, Moose Jaw, Sask.; G. R. A. Rice, CFRN, Edmonton; Ralph White, CFJC, Kamloops, B. C. Representatives to Canadian Association of Broadcasters: G. H. Love, CFCN, Calgary; H. R. Carson, All-Canada Radio Facilities, Ltd., Calgary.

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SERVICES RELATING TO BUSINESS OF BROADCASTING

Market Research and Marketing Groups

ADVERTISING CHECKING BUREAU Inc.—538 S. Clark St., Chicago, Ill. Telephone: Wabash 6131. W. B. Katzenberger, president; James H. Watt, director of research. Branch—New York City, 79 Madison Ave.; telephone, Caledonia 5-8333; Horace Carver, manager. Branch—San Francisco, Cal., 500 Sansome St.; phone, Sutter 6978; Jack Kendrick, manager.

AMERICAN MARKETING ASS'N.—Officers: Dr. Howard T. Hovde, U of Pennsylvania, president; Albert Haring, U of Indiana, Bloomington, Ind., secretary; Archibald M. Crossley, Crossley Inc., New York City, vice-president; Howard Whipple Green, 1001 Huron Road, Cleveland, treasurer; Roland S. Vale, editor, *Journal of Marketing*, University of Minnesota, Minneapolis.

ANDERSON NICHOLS ASSOCIATES—330 W. 42nd St., New York City. Telephone: Bryant 9-2277. Officials: E. R. Anderson, president; H. B. Nichols. Branch: 53 State St., Boston; telephone, Capital 8498; manager, H. Nelson.

ASSOCIATED MARKET RESEARCH—6331 Hollywood Blvd., Los Angeles. Officials: Charles Jamison, president; James O. Coit, vice-president.

BOOZ-FRY-ALLEN & HAMILTON—135 S. LaSalle St., Chicago, Ill. Telephone: State 8343.

WALTER P. BURN & ASSOCIATES—7 West 44th St., New York City. Telephone: Murray Hill 2-7462. Officers: Walter P. Burn, president; William Noble, vice-president.

BURNETTE & BRENNER & EGERT—512 Fifth Ave., New York City. Telephone: Lackawanna 4-5620. (Nation-wide market research, rural and urban. Radio spot checking, word for word checking of commercial announcements.)

CANADIAN FACTS REG'D.—100 Adelaide St. W., Toronto, Ontario. Telephone: Adelaide 2067. Director of Sales: N. P. Colwell; Director of Personnel: Ethel Fulford; Chief Statistician: Beatrice Moore.

ROBERT S. CONLAN MARKET RESEARCH—New York Life Bldg., New York City. Telephone: Victor 1973. Manager: Robert S. Conlan. Associate: William L. Stout. Branch: Chamber of Commerce Bldg., Kansas City, Kan. Telephone: Drexel 3070.

COOPERATIVE ANALYSIS OF BROADCASTING (CAB)—330 W. 42nd St., New York City. Telephone: Medallion 3-3398. Officials: A. W. Lehman, manager; D. P. Smelser, chairman; G. A. Gallup, treasurer. Other committee members: For ANA: D. P. Smelser, C. H. Lang, A. Wells Wilbor; For AAAA: George H. Gallup, L. D. H. Weld, F. B. Ryan Jr. (Non-profit mutual organization operated by a governing committee of the Association of National Advertisers and American Association of Advertising Agencies to supply data on size of audience of network programs.)

CROSSLEY Inc.—21 Battle Rd., Princeton, N. J. New York office: 330 W. 42nd St., New York City. Telephone: Bryant 9-5462. Officials: Archibald M. Crossley, president; James Ward, vice-president.

FACTS CONSOLIDATED—68 Post St., San Francisco, Cal. Telephone: Garfield 4047. Officials: Roy Stuart Frothingham, president; A. B. Mueller, vice-president; Mary A. Haak, secretary-treasurer. Branch: 8268 W. Norton Ave., Los Angeles; telephone: Granite 6403; manager, Dorothy Corey. (Market research for Western states.)

FACT-FINDERS ASSOCIATES Inc.—444 Madison Ave., New York City. Telephone: Eldorado 5-1600. Officials: George P. Johansen, president; C. Robert Baines, vice-president; Harry Broder, secretary. (A division of Advertising Distributors of America.)

FOSTER-PRESTON Inc.—420 Lexington Ave., New York City. Telephone: Mohawk 4-4592. Officials: R. L. Foster, president; A. H. Preston, vice-president.

SAMUEL E. GILL—52 Vanderbilt Ave., New York City. Telephone: Murray Hill 6-6780.

HERMAN S. HETTINGER—4537 Spruce St., Philadelphia, Pa. Telephone: Evergreen 9857.

C. E. HOOPER Inc.—51 E. 42nd St., New York City. Telephone: Vanderbilt 6-1500. Officials: C. E. Hooper, president; E. A. Tomsett, vice-president; H. G. Boyd, station audience report manager; Edythe F. Bull, field staff director; A. M. Wharfield, manager Radio Program Reports; Dr. Mathew N. Chappell, technical director special studies.

HOOPER-HOLMES BUREAU Inc.—102 Maiden Lane, New York City. Telephone: Whitehall 3-9700. Director of Market Research: Chester E. Haring. (83 branch offices; for addresses, consult local telephone directories.)

IRWIN & IRWIN—1627 Locust St., St. Louis, Mo. Telephone: Republic 3179. Manager: M. C. Irwin.

JOINT COMMITTEE ON RADIO RESEARCH (Sponsored by American Association of Advertising Agencies, Association of National Advertisers and National Association of Broadcasters)—420 Lexington Ave., New York City. Telephone: Mohawk 4-7982. Chairman: John Benson.

WALTER MANN & STAFF—350 Madison Ave., New York City. Telephone: Murray Hill 2-3479. Officials: Walter Mann, president; Theodora Van Doorm, Elizabeth Fairchild, Wilton McMurray.

MARKET DATA SERVICE Inc. (Division of Walter P. Burn & Associates)—7 West 44th St., New York City. Telephone: Murray Hill 2-7462. Officials: Walter P. Burn, president; William Noble, vice-president; William G. Davis.

MARKET RESEARCH CORP. OF AMERICA—444 Madison Ave., New York City. Telephone: Plaza 3-8920. Officers: Percival White, president; Pauline Arnold, vice-president; Matilda W. Riley, secretary-treasurer.

MARKET RESEARCH OF CLEVELAND Inc.—Schofield Bldg., Cleveland, O. Telephone: Cherry 4710. Director: Albert E. Strauss. Assistant Director: Idamae Brigman. Branch: 2108 Cleneay Ave., Cincinnati; telephone, Jefferson 2716; manager, B. Easterling.

MARKETING RESEARCH DIVISION—Bureau of Foreign & Domestic Commerce, U. S. Department of Commerce, Washington, D. C. Telephone: District 2200, extension 2380. Nelson Miller, acting chief, Marketing Research Division. (Publishes current business statistics and analyses.)

MARKET TESTS—77 W. Washington St., Chicago, Ill. Telephone: Central 0323. Associates: Jean Souci, Henry Starr.

MEDIA RECORDS Inc.—354 Fourth Ave., New York City. Telephone: Murray Hill 5-9376. President: P. L. Carty.

NATIONAL RADIO RECORDS—347 Madison Ave., New York City. Telephone: Murray Hill 4-4351. President: N. Charles Rorabaugh.

A. C. NIELSEN Co.—2101 Howard St., Chicago. Telephone: Hollycourt 6100. Officials: A. C. Nielsen, president; Frederick K. Leisch, executive vice-president; James O. Peckham, executive vice-president in charge of New York office; Hugh L. Rusch, executive vice-president in charge of Nielsen Radio Index. Branch: 500 Fifth Ave., New York; telephone: Pennsylvania 6-7126; manager: James O. Peckham. Branch: Bush House, Aldwych, London, England; manager, L. E. Scriven.

EDWARD J. NOONAN—31 Bedford St., Boston. Telephone: Devonshire 6800. Director: Edward J. Noonan.

OPINION RESEARCH CORP.—3114 Chrysler Bldg., New York City. Telephone: Murray Hill 6-6080. Officers: Dr. Claude Robinson, president; Dilman K. Smith and Floyd Ruch, vice-presidents.

PARB RESEARCH SERVICES—1526 48th Ave., San Francisco, Cal. Telephone: Overland 2935. Officials: Alice Thompson, librarian; James Wellman, assistant librarian; Charles MacDonald, field supervisor. (Audience surveys and station ratings.)

R. L. POLK & CO.—431 Howard St., Detroit, Mich. Telephone: Cadillac 9470. Manager: H. H. Geddes.

THE PSYCHOLOGICAL CORPORATION—522 Fifth Ave., New York City. Telephone: Murray Hill 2-2145. Officials: Dr. Henry C. Link, director; Dr. Wallace H. Wulfeck, associate director; Dr. Albert D. Frieberg, technical director; Philip G. Corby, business manager. Branch: 310 S. Michigan Ave., Chicago; telephone: Wabash 3880; directors: Dr. Arthur N. Kornhauser, Dr. Robert N. McMurray.

PUBLISHERS INFORMATION BUREAU Inc. (PIB)—National Advertising Records. 31 E. 10th St., New York City. Telephone: Stuyvesant 9-7334. Officials: Anne R. Edgerly, president; Mrs. Sarah E. Barnes, vice-president; Mrs. Mae B. Irving, treasurer. (Advertising statistics).

RADIO COVERAGE REPORTS—18 E. 48th St., New York City. Telephone: Plaza 5-5052. Officials: Edgar Felix, director; J. Murray, statistician; L. C. Skipper, field engineer.

RESEARCH BUREAU OF AMERICA—280 Madison Ave., New York City. Telephone: Murray Hill 5-8183. Director: Doris Drucker.

ELMO ROPER—30 Rockefeller Plaza, New York City, Telephone: Circle 6-7164. Associates: Robert Williams, Robert W. Pratt, Carolyn Crusius, Arthur B. Chivvis.

ROSS FEDERAL SERVICE Inc.—18 E. 48th St., New York City. Telephone: Plaza 3-6500. Officials: H. A. Ross, president; D. A. Ross, general manager; F. X. Miske, controller; W. J. Shine, director of research.

DANIEL STARCH—420 Lexington Ave., New York City. Telephone: Mohawk 4-6624. Associates: Charles A. Wolcott, T. M. Shepard.

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Address all inquiries to Market Research Division, Chester E. Haring, Director

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SERVICES RELATING TO BUSINESS OF BROADCASTING

Miscellaneous Services and Organizations

ADVERTISING CHECKING BUREAU—538 So. Clark St., Chicago. Telephone: Wabash 6131. Manager: James H. Watt. Branch: 79 Madison Ave., New York City; telephone, Caledonia 5-8333; manager, Horace Carver. Branch: 500 Sansome St., San Francisco; telephone, Sutter 6978; manager, V. Atkinson Jr. (radio publicity clipping service, radio program log listing service.)

AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago, Ill. Telephone: Central 7994. Managing Director: James N. Shryock. Branch: 330 W. 42nd St., New York City; telephone, Medallion 3-2323; manager, William F. Hoffmann. (Newspaper and magazine audit service.)

MERLIN H. AYLESWORTH—30 Rockefeller Plaza, New York City. Telephone: Circle 6-2535.

HERBERT M. BRATTER—3000 39th St. N. W., Washington, D. C. Telephone: Woodley 7211. (Economic consultant.)

WALTER P. BURN & ASSOCIATES Inc.—7 W. 44th St., New York City. Telephone: Murray Hill 2-7462. Officials: Walter P. Burn, president; William Noble, vice-president. (Market research, media promotion, maps.)

CARL H. BUTMAN—National Press Bldg., Washington, D. C. Telephone: National 7846. (Consultant on procedural, regulatory and technical matters.)

CHURCHILL ENGINEERING Corp.—56 W. 45th St., New York City. Telephone: Murray Hill 2-0178. Officials: Paul K. Horst, Harry W. Acton and George L. Seabury, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

CONTROLLED CIRCULATIONS AUDIT Inc.—420 Lexington Ave., New York City. Telephone: Mohawk 4-6380. Officials: Frank L. Avery, managing director; J. N. McDonald, president; Marshall Heywood, vice-president; William A. Wolff, secretary; L. C. Fletcher, treasurer. (Auditing, circulation of business publications.)

SMITH DAVIS—Davis & Thompson, Union Commerce Bldg., Cleveland, O. Telephone: Madison 2685. (Broker.)

LEE DeFOREST LABORATORIES—5106 Wilshire Blvd., Los Angeles, Cal. Telephone: York 7288. Director: Dr. Lee DeForest. Partners: R. W. Whiston, Fred W. Christian Jr.

VINCENT EDWARDS & Co.—342 Madison Ave., New York City. Telephone: Vanderbilt 3-3021. President: V. Edward Borges. (Advertising mat and idea syndicate service.)

FINCH TELECOMMUNICATIONS Inc.—1819 Broadway, New York City. Telephone: Circle 6-8080. Plant: Fourth and Virginia Sts., Passaic, N. J.; telephone, Passaic 2-3440. Washington office: Bowen Bldg.; James W. Baldwin, manager; telephone, National 3371. Laboratory: Bendix Airport, Bendix, N. J. Officials: William G. H. Finch, president; Frank Brick, vice-president and chief engineer; Fred Ehlert, advertising and publicity. (Facsimile equipment for radio, wire and carrier current circuits.)

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FOOD-DRUG-COSMETIC REPORTS—National Press Bldg., Washington, D. C. Telephone: Metropolitan 0606. Editor: Wallace Werble. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

GROCERY LABORATORIES—512 Fifth Ave., New York City. Telephone: Laskawanna 4-5620. Partners: Edward Burnette, Henry Brenner, Helen Egert.

HEARST RADIO Inc. — Affiliated with Hearst Newspapers, 20 E. 57th St., New York City. Telephone: Plaza 8-2600. Officials: E. M. Stoer, general manager; C. B. McCabe, president.

W. E. HENDERSON—Green River, Vt. (General consultant on technical, commercial and promotion phases of broadcasting.)

ALLEN KANDER & Co.—150 Broadway, New York City. Telephone: Cortland 7-2816. (Broker.)

LIFE INSURANCE SALES RESEARCH BUREAU—64 Pearl St., Hartford, Conn. Telephone: Hartford 2-3211. Manager: John Marshall Holcombe Jr. Research Director: Laurence S. Morrison, Director of Service: B. N. Woodson. (Cooperative research and service organization maintained by life insurance companies.)

GEORGE McKITTRICK & Co.—108 Fulton St., New York City. Telephone: Barclay 7-4828. Owner: Fred C. McKittrick. Branch: 185 No. Wabash Ave., Chicago; telephone, State 8911; manager, Norman M. Breeze. (Publishes McKittrick's Directory of Advertisers and Agencies.)

MUZAK Corp.—229 Fourth Ave., New York City. Telephone: Algonquin 4-3300. Wired radio subsidiary of the North American Co., operated under arrangement with Warner Brothers Pictures. Officers: Waddill Cathings, president; Peter Holland, vice-president.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York City. Telephone: Murray Hill 6-3535. Officials: Edward L. Greene, general manager; K. B. Wilson, operating manager; A. E. Bockman, advertising and media relations; H. M. Cool, consumer interest.

NATIONAL REGISTER PUBLISHING Co.—330 W. 42nd St., New York City. Telephone: Medallion 3-5850. President: R. H. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5745; manager, A. J. Crane. (ublishes Standard Advertising Register services, listing national advertisers, agencies and their personnel.)

NATIONAL RESEARCH BUREAU Inc.—415 No. LaSalle St., Chicago. Telephone: Superior 6365. Radio director: Gerard B. McDermott. Branch: 225 W. 34th St., New York City; telephone, Chickering 4-4252; radio manager, R. L. Ferguson.

NATIONAL RETAIL DRY GOODS ASSOCIATION—101 W. 31st St., New York City. Telephone: Chickering 4-7313. Officials: Lew Hahn, general manager and treasurer; William A. Fitzgerald, assistant to manager; H. I. Kleinhaus, manager Controllers' Congress; Theodor Blanke, manager, merchandising division; George L. Plant, manager, store management division; Joseph E. Hanson, manager, sales promotion division; James H. Scull, publicity director; John Hahn, editor of *The Bulletin* of the NRDGA. Branch: Munsey Bldg., Washington, D. C.; telephone, National 3680; manager, Harold R. Young.

PUBLISHERS INFORMATION BUREAU (PIB)—31 E. 10th St., New York City. Telephone: Stuyvesant 9-7334. Officers: Anne R. Edgerly, president; Mrs. Sarah E. Barnes, vice-president; Mrs. Mae B. Irving, secretary-treasurer (Publishes reports on advertising space and expeditures.)

RADIO WIRE TELEVISION CORP. OF AMERICA—100 Sixth Ave., New York City. Telephone: Wacker 5-8883. President: A. W. Pletman. (Entertainment by wire.)

SCRIPPS-HOWARD RADIO Inc.—230 Park Ave., New York City. Telephone: Murray Hill 6-6840. Officials: Jack Howard, president; James C. Hanrahan, Mortimer C. Watters and Richard B. Westergaard, vice-presidents; Joseph B. Epperson, chief engineer.

SURETY ADVERTISING Co.—280 Madison Ave., New York City. Telephone: Murray Hill 3-6336. Officials: Milton M. Rockmore, William Glicksman. (Checks advertising and label declarations to conform with State and Federal requirements.)

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg., Washington, D. C. Telephone: District 2678. Editor: Roland Davies. (Communications industry news service.)

TEL-ELECTRIC CORP.—420 Lexington Ave., New York City. Telephone: Murray Hill 5-3055. Officials: Edward L. Mack, president; James H. Betts, vice-president; Harry F. Hagedorn, treasurer. Branch: 789 Broad St., Newark, N. J.; telephone, Mitchell 2-1680; manager, James H. Betts. (Visual news bulletins.) (News-picture merchandising display.)

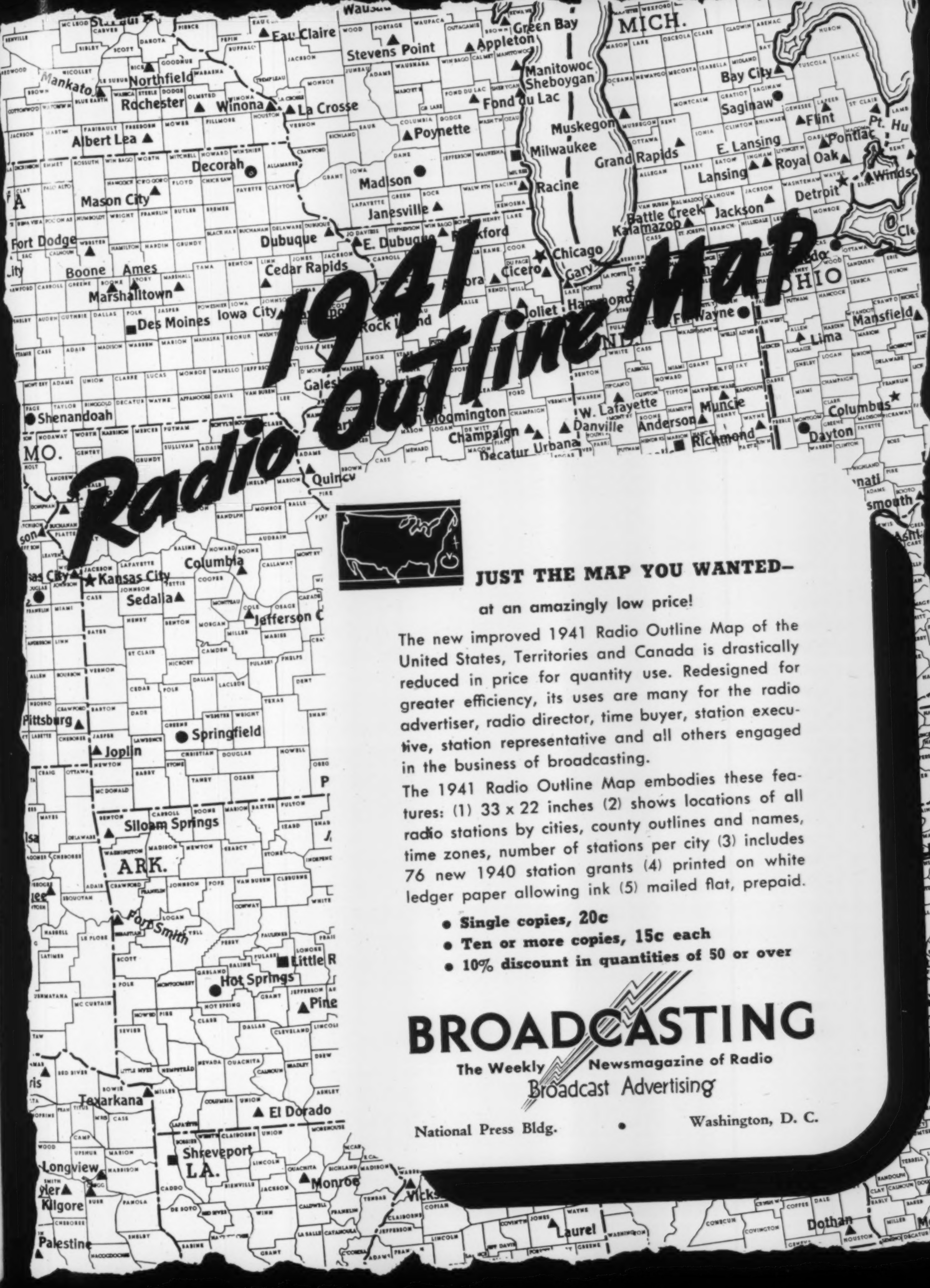
TRADE-WAYS Inc.—285 Madison Ave., New York City. Telephone: Ashland 4-1363. Officials: W. H. Hough, president; C. Y. Belknap, executive vice-president; Howard Williams, vice-president; Paul Field, secretary; O. R. Johnson, treasurer. (Marketing counsellors.)

TRAFFIC AUDIT BUREAU Inc.—60 E. 42nd St., New York City. Telephone: Murray Hill 2-1527. Miller McClintock, general auditor and manager. (Reports on circulation and coverage of outdoor advertising; controlled by ANA, AAAA and Outdoor Advertising Association of America.)

CLIFFORD YEWDALL—350 Fifth Ave., New York City. Telephone: Pennsylvania 6-7861. (Accounting service.)

VIDEO & SOUND ENTERPRISES—1804 Dodge St., Omaha, Neb. Telephone: Atlantic 4200. Officials: Franklin O. Pease, general manager; Arthur Brooks, promotion director. Branch: 1016 Locust St., Kansas City. Telephone: Victor 7870. (Radio station promotions, advertising and merchandising counsel.)

WESTINGHOUSE RADIO STATIONS Inc.—1619 Walnut St., Philadelphia. Telephone: Locust 3760. Operating WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia; WOWO and WGL, Fort Wayne, Ind. A subsidiary of Westinghouse Electric & Manufacturing Co. Officials: George H. Bucher, president; Walter C. Evans, vice-president, in charge of radio; Joseph E. Baudino, chief technical assistant; Lee Wailes, manager of Westinghouse stations; Griffith Thompson, general sales manager; George Harder, public relations director.



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THOMAS APPLEBY—Appleby Inc., Munsey Bldg., Washington, D. C. Telephone: Republic 5452.

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JOHN H. BARRON—Earle Bldg., Washington, D. C. Telephone: National 7757. Associates: Robert L. Kennedy, John W. Miller.

HERBERT LEE BLYE—1014 West High St., Lima, O. Telephone: State 2463.

WILLIAM W. L. BURNETT—William W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego, Cal. Telephone: Jackson 9234.

JOSEPH A. CHAMBERS—McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: District 1205. Associates: James C. McNary, A. S. Clarke, Grant R. Wrathall, C. T. James, Laurin Mickle.

COMMERCIAL RADIO EQUIPMENT Co.—7134 Main St., Kansas City, Mo. Telephone: Jackson 5302. Officials: Everett L. Dillard, manager; Milton R. Woodward, chief engineer. Branch—Hollywood, Cal., 1585 Cross-Roads-of-the-World; manager, Robert F. Wolfskill; telephone: Hillside 9008.

A. EARL CULLUM Jr.—Highland Park Village, Dallas, Tex. Telephone: 5-2352. Associate: C. M. Daniell.

GEORGE C. DAVIS—Page & Davis, Munsey Bldg., Washington, D. C. Telephone: District 8456. Associates: E. C. Page, John Creutz.

JOHN H. DE WITT Jr.—Radio Station WSM, Nashville, Tenn. Telephone: 6-7181.

DOOLITTLE RADIO Inc.—7421 S. Loomis Blvd., Chicago, Ill. Telephone: Stewart 2810. Officials: E. M. Doolittle, president; Dudley Gray, chief engineer; F. J. Pippenger, sales manager.

S. W. EDWARDS—Edwards & Martin, Union Guardian Bldg., Detroit, Mich. Telephone: Cadillac 4676. Associate: Robert D. Martin.

HERMANN FLOREZ—3201 Glenwood Rd., Brooklyn, N. Y. Telephone: Triangle 5-0313.

MILLARD M. GARRISON—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associates: C. M. Jansky Jr., Stuart L. Bailey, Ronald H. Culver, LaVerne M. Poast, Delmer C. Ports, George M. Lohnes, Frank T. Mitchell Jr., Max V. Holley.

GLENN D. GILLETT — National Press Bldg., Washington, D. C. Telephone: National 3373. Associates: Marcy Eager, William E. Plummer.

PAUL F. GODLEY—10 Marion Road, Upper Montclair, N. J. Telephone: Montclair 2-7859.

DR. ALFRED N. GOLDSMITH—580 Fifth Ave., New York City. Telephone: Pennsylvania 6-0300.

JOHN V. L. HOGAN—730 Fifth Ave., New York City. Telephone: Columbus 5-5536. Associates: Wilson Aull Jr., Murray E. Tucker.

W. J. HOLEY—1368 Northview Ave., N. E., Atlanta, Ga. Telephone: Vernon 1267.

C. M. JANSKY Jr. — Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associates: Stuart L. Bailey, Millard M. Garrison, Ronald H. Culver, LaVerne M. Poast, Delmer C. Ports, George M. Lohnes, Frank T. Mitchell Jr., Max V. Holley.

ROBERT H. MARRIOTT—1470 E. 18th St., Brooklyn, N. Y. Telephone: Dewey 9-6506.

ROBERT D. MARTIN—Edwards & Martin, Union Guardian Bldg., Detroit, Mich. Telephone: Cadillac 4676. Associate: S. W. Edwards.

HAROLD J. McCREARY—105 W. Adams St., Chicago, Ill. Telephone: State 4003. Associates: Dr. W. C. Phebus, Eugene W. Applebaum.

J. C. McNARY—McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: District 1205. Associates: Joseph A. Chambers, A. S. Clarke, Grant R. Wrathall, C. T. James, Lauren Mickle.

E. C. PAGE—Page & Davis, Munsey Bldg., Washington, D. C. Telephone: District 8456. Associates: George C. Davis, John Creutz.

HECTOR R. SKIFTER—St. Paul Hotel, St. Paul, Minn. Telephone: Cedar 5511. Associates: Donald M. Miller, Ross Hilker.

HAROLD C. SINGLETON — 2005 N. E. 28th Ave., Portland, Ore. Telephone: Trinity 7045.

W. ARTHUR STEEL—Hope Chambers, Ottawa, Ont., Canada. Telephone: 3-1134.

HAROLD C. VANCE—309 Redman Ave., Haddonfield, N. J.

WASHINGTON INSTITUTE OF TECHNOLOGY — McLachlen Bldg., Washington, D. C. Telephone: District 1518. Dr. Frank G. Kear, chief engineer; Albert J. Mantwilla and Frank H. Nelson, associate engineers.

RAYMOND M. WILMOTTE—Bowen Bldg., Washington, D. C. Telephone: National 6718.

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SCIENTIFIC RADIO SERVICE—124 Jeakson Ave., University Park. Hyattsville, Md. Telephone: Hyattsville 0535. Owner and Manager: Harry D. Eisenhauer.

WASHINGTON INSTITUTE OF TECHNOLOGY — McLachlan Bldg., Washington, D. C. Telephone: District 1518. Manager: G. H. Wintermute.

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KLIX SPECIALTY MFG. Co.—20 W. 22nd St., New York City. Telephone: Gramercy 5-4350. Officials: Joseph Zalkind, president; Alfred W. Spitz, vice-president and general manager; Benjamin Zalkind, secretary-treasurer.

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W. S. PONTON Inc.—635 Sixth Ave., New York City. Telephone: Watkins 9-5185. (Premiums and contests for radio sponsors.)

RADIO & PUBLICATION CONTESTS Inc.—480 Lexington Ave., New York City. Telephone: Plaza 3-0158. President: Jack Todd; Al Purvis, secretary. (Contest judging premiums and direct mailing.)

ALFRED ROBBINS ORGANIZATION—33 W. 42nd St., New York City. Telephone: Lackawanna 4-5766. Manager: A. Robbins. (Advertising novelties, premiums.)

ELSIE M. RUSHMORE—551 Fifth Ave., New York City. Telephone: Murray Hill 2-3053. Executives: Elsie M. Rushmore. (Contests, market surveys.)

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*INTERNATIONAL NEWS SERVICE—235 E. 45th St., New York City. Telephone: Murray Hill 2-0131. Officials: Joseph V. Connolly, president; Barry Faris, editor-in-chief: Walter Moss, sales manager.

*TRANSRADIO PRESS SERVICE Inc.—521 Fifth Ave., New York City. Telephone: Murray Hill 2-4053. Officers: Herbert S. Moore, president; Dixon Stewart, vice-president; W. G. Quisenberry, vice-president; Sims Guckenheimer, sales manager.

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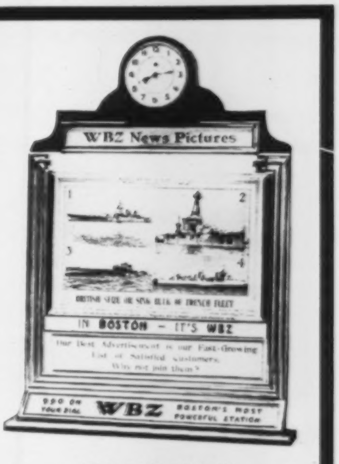
UNION INTERNATIONAL DE RADIODIFUSION — (International Broadcasting Union), 51 Quai Wilson, Geneva, Switzerland. Telephone: Geneva 2-90-55. Cable address: Interadio-Geneve.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Now being sponsored by leading independents and major chains from coast to coast, ICN's deluxe illuminated displays are catching the attention of millions of eyes —increasing listening audiences by millions of ears.

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April 1, 1933—July 10, 1934

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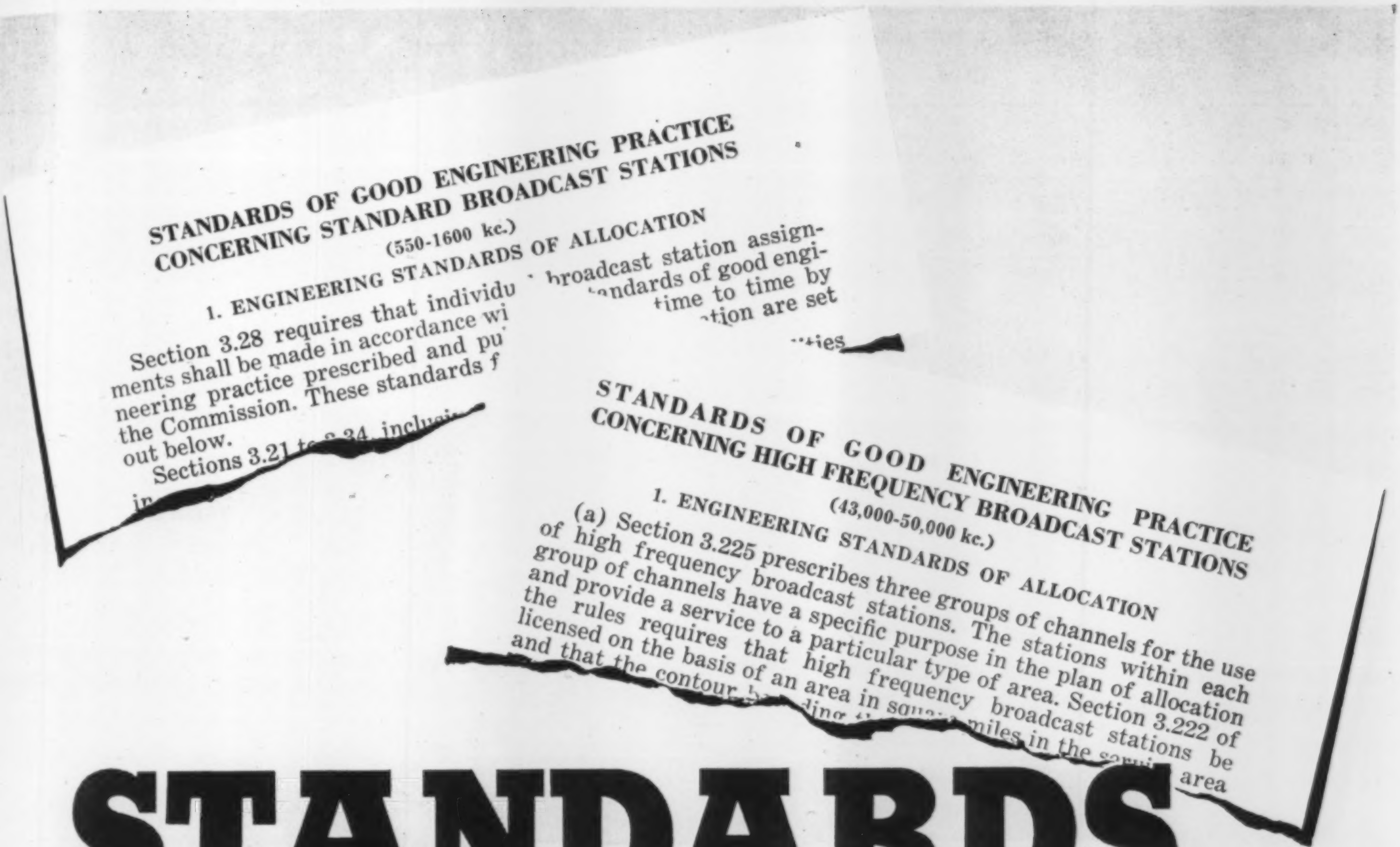
WASHINGTON, D. C.



STANDARDS OF GOOD ENGINEERING PRACTICE
CONCERNING STANDARD BROADCAST STATIONS
(550-1600 kc.)
1. ENGINEERING STANDARDS OF ALLOCATION

Section 3.28 requires that individu broadcast station assignments shall be made in accordance wi tandards of good engineering practice prescribed and pu time to time by the Commission. These standards f ation are set out below.

Sections 3.21 t 3.34, inclusi ties

in

STANDARDS OF GOOD ENGINEERING PRACTICE
CONCERNING HIGH FREQUENCY BROADCAST STATIONS
(43,000-50,000 kc.)
1. ENGINEERING STANDARDS OF ALLOCATION

(a) Section 3.225 prescribes three groups of channels for the use of high frequency broadcast stations. The stations within each group of channels have a specific purpose in the plan of allocation and provide a service to a particular type of area. Section 3.222 of the rules requires that high frequency broadcast stations be licensed on the basis of an area in square miles in the service area and that the contour b ding t

STANDARDS

. . . . . Their proper interpretation with respect to any broadcast problem suggests the use of an organization offering a complete radio engineering service backed by years of extensive training, research and experience.

. . . . . The objective of Jansky & Bailey Engineering is to produce the fundamental facts essential to the most effective use of broadcasting as a medium for public service.

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Or the two programs may be entirely unrelated—as when the aural program is music for one sponsor, while the facsimile is illustrated news for another sponsor.

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